

Market Opportunities *1999-2000*



*A Brief Marketing Guide and
Directory of Commercial Buyers of Farm Products
in King County*

by Sylvia Kantor

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COOPERATIVE EXTENSION



Washington State University

KING COUNTY

What is this publication?

In our most recent survey, over 1000 businesses that were potential and probable direct purchasers of local farm products were mailed a written survey, or interviewed on the telephone. Information included in the listing is based upon the survey in Appendix D. We have no way of checking the accuracy of statements that were made by those contacted in the survey. The inclusion of businesses in this publication is meant in no way to be an endorsement of those enterprises and is only meant to provide a base of information for farmers planning their marketing strategy.

If you are a business mentioned in this publication and you notice an error in information, please let us know and accept our apologies. We will make appropriate corrections in subsequent printings. If you are a King County commercial buyer of farm products who was not interviewed, please let us know so that we can include you in the next survey.

Design and desktop publishing by: Sylvia Kantor
Proofreading by: June Budmats and Leonard Elliott

We would like to thank everyone who participated in this project for their cooperation and willingness to share their experience and opinions. Special acknowledgement goes to Mara Dyczewski, Rebecca LiaBraaten, and Mary Molyneaux for their help with telephone interviews, and to Mark Musick, Doug Stienbarger, and Andrew Stout for their thoughtful review of this publication. We are especially grateful to Toan Nyugen for his help with the database design.

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Cover graphic (Pieter Aersten, *Market Scene*) courtesy of CGFA <http://sunsite.auc.dk/cgfa/index.html>.

PREFACE

This is the fourth edition of *Market Opportunities* in King County. For this version, as in the three previous ones, we surveyed commercial buyers of local farm products. We also updated a brief guide to marketing and included several fact sheets on various marketing topics (Appendix A). An electronic version of this edition is also available on the web at <http://king.wsu.edu/Ag/Agindex.htm>. Neither the survey nor the marketing guide are meant to be all inclusive. They won't tell you, the farmer, all you need to know about how or where to market what you grow. What they will give you is some new perspectives and possibly a fresh start.

We are happy to be able to provide an updated and revised version of this booklet. We hope that *Market Opportunities 1999-2000* provides information that is beneficial to you in your farm product marketing efforts.

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Introduction

We often use the terms *marketing* and *selling* interchangeably but the distinction is key to developing a sound plan for profiting from your farming efforts. *Selling* can be described as producing the easiest quality or grade, selling at the most convenient time to the most convenient markets, asking “Will you take my product?”, and accepting whatever price is offered. *Marketing*, on the other hand, means producing the most profitable quality or grade, selling at the most profitable time to the most profitable markets, maintaining some control over price and profit, and being asked “Will you sell me your product?” *Marketing* is more than selling. It is the planning, pricing, promotion, and distribution of products and services that consumers want or need. Marketing means determining what to grow by assessing what consumers want.

Too often farmers think about marketing only when the crop is just about ready for harvest. Growers sometimes assume that their product will move out just as well as it did last year. We often keep doing what we did last harvest because it is not always easy to find the time to explore new possibilities. The time to think about marketing is before you plant. This publication provides a base of information and resources, and hopefully, a little encouragement to help you start planning a successful market strategy.

Part I, Marketing Guide, provides a quick and straightforward look at some ideas to help sell farm products. You will get an idea of things to consider in your marketing plan.

Part II, Survey and Directory, is based on responses to our 1998 mail and telephone survey of King County commercial buyers of farm products. We have included ten categories of buyers including nurseries, a new category in the guide.

Part III, Resources, is a collection of resource information to help with your marketing strategy. We expanded the number of entries in this edition and added a section of internet resources.

Part I: Marketing Guide

Marketing Plans

Plan *Before* You Plant

What are you going to do with what you grow when it is ready? Where are you going to sell it? Are there buyers willing to purchase sufficient quantities at a price that will make your efforts worthwhile? Who will do the selling and how are you going to get the product to the buyers? Develop a marketing plan before you plant or start any farming endeavor. Having a plan will help you stay focused and provides a way to track your success.

Determine Your Marketing Strategy

Do you plan to sell wholesale or retail? To brokers, wholesalers, retailers, restaurants, hotels, caterers or directly to the consumer? To decide on a marketing strategy, you need to consider your abilities, your other commitments, your interests, and the needs of the farm. How much time, effort, and resources do you want to take from the actual activity of farming?

Working with a broker means someone else does the marketing for you. Wholesaling requires only a minimum amount of time away from the farm to sell large quantities. Restaurants, hotels, and caterers will pay top dollar for quality produce, but can only purchase relatively small quantities and demand a high level of service. Selling direct to consumers at farmers markets, a farmstand or through subscription farming (Community Supported Agriculture) can give you a higher return per unit and allows you to sell a wide variety of products, but involves more time and money.

Many farmers use a mixed approach. They may sell their major crop to a wholesaler, a mix of vegetables to a restaurant, and the rest to consumers at a farmers market. The selling price will vary based on the marketing level. The more direct the marketing, the greater the return per unit. Don't make the mistake of competing with yourself by selling to a wholesaler and then directly approaching the retailers and restaurants that the wholesalers also serves. You need to choose one way or the other.

Don't Undersell Yourself!

Take into consideration all your costs. Produce high quality products above the industry average and be sure your buyers acknowledge that. You will be in a stronger position to negotiate a higher price. Stay abreast of current prices. Don't ask for the moon, but don't be fooled into lowering your price. Above all, don't sell your product for super cheap prices in your direct marketing area. You will risk gaining a reputation for selling at very low prices. Some of the best sources of current market prices are other farmers, buyers, and suppliers.

Retail or Wholesale?

Retail

(or direct marketing) means selling directly to consumers.

Examples

Community Supported Agriculture (CSA)
farm stand
farmers markets
internet sales
mail order
on farm sales
roadside stand
u-pick
your own store

Advantages

Can be your own boss
& make your own decisions.
Grower nets the whole retail price.

Disadvantages

Grower must assume many roles:
grower, wholesaler, retailer.
Requires extra time.
High volumes can be difficult to handle.

Wholesale

means selling to others who then sell to consumers.

Examples

brokers
caterers
hotels
nurseries
processors
restaurants
retailers
schools
wholesalers

Advantages

Can handle higher volumes.
Saves time—the wholesaler does much of the marketing work for you.

Disadvantages

Don't receive the entire dollar.
Requires consistency of product, packaging & pricing.
Sometimes requires high volumes.

Market Research

Whatever you grow, if you want to sell it you will have to do some market research to find your niche. Make and take the time to do your homework. The time to develop a marketing plan is before you grow your product. A marketing plan usually consists of an array of marketing methods ranging from the very simple to more costly and complex. As you do your marketing research and put together your marketing plan, consider the following questions and remember that your marketing strategy may need to be adjusted as demands and trends change.

Where will you sell your product?

How many buyers are there for your product? Are there enough buyers to purchase the quantities and prices that will make your efforts worth while? How will you get the product to the buyers? Just because something is in short supply and demanding a high price this year doesn't mean it will next year when everyone jumps on the bandwagon.

Who will buy and how much?

It obviously isn't enough just to have buyers, you also have to know that they will buy in the quantity you produce when your crop is ready. Get commitments from buyers about quantities.

What is different about your products?

Ask yourself, why would someone want my product? How is it different from similar products on the market? List all the reasons why buying your produce and working with you is to someone's advantage. Is it organic, fresher, smaller, larger, tastier, more consistent, cleaner, greener, or prettier? Is the package or labeling unique? Learn about your client's business and the image they like to project. Who is their clientele and why do they come to this business?

Do you know all you need to know about produce quality?

Can you provide the quality buyers demand? What are buyers preferences for packaging? Each crop seems to have its own problems and quirks. Seek out information from other farmers, Cooperative Extension, and the library. Some things can be learned only by experience, but it is always cheaper and less painful to make mistakes on a small scale.

Do you have enough land?

How much production would be efficient for your scale of operation? Do you have the area needed to rotate crops wisely? Will you be able to plant successively to extend the length of time the crop is available?

Do you have the right equipment?

Growing a quality crop efficiently may require special equipment. Can you use or adapt what you have? What will it cost to buy or rent what you need? What other equipment resources are available to you?

Will you have the necessary labor?

How much can you do? Will there be sufficiently skilled labor around when you need it? How much can you expect your family to do without risk of rebellion and strife? If you need to hire labor will you be able to find the right people at the right price?

How will your farming endeavors complement other things you are doing?

Consider the timing of your crops. Will they all need attention at the same time? Are you farming for fun, profit, or both? What about your off-farm job that helps you make land payments? What about family, friends, and plans for the summer? Would you rather be fishing?

What will production cost?

Have you figured in the cost of seeds, fertilizer, equipment, water, labor and land payments? What is your time worth?

What will selling cost?

How much time can you spend away from farming? Do you have a dependable vehicle to transport your produce? Look at the higher return per unit versus the added expenses involved in a more direct form of marketing. The more direct the selling method, the more time, money, and equipment it takes. Cleaning, trimming, sizing, processing, packing, cooling, transporting, advertising and licensing all take time and money. Can you find ways to make this happen easily and efficiently?

Who will do the marketing?

Will you be able to do harvesting and marketing at the same time? Do you like to hustle produce? Are you good at it? Do you think it is fun? Would someone else do a better job? The level at which you market your produce will determine the time that is required to do the job well.

Consider Yourself

Market research should include an assessment of yourself. To decide on a marketing strategy that works best for you ask yourself some of these questions.

Are you a people person?

Direct marketing means interacting with people to market your products. How much people contact do you like or can you tolerate? Do you consider yourself a good salesperson? Do you communicate clearly, effectively, and reliably? Can you be easily reached by telephone? Are you easy to talk to? Do you have good stories to share about your farm or details of how your crop is produced?

Marketing means starting and maintaining relationships. A grower's success is greatly determined by the quality and consistency of his or her relationships with buyers. Develop a loyal clientele and they will tell their friends about your wonderful produce. Word of mouth advertising is free!

Be enthusiastic when you approach potential buyers. Enthusiasm is contagious. People do business with people they like. You are as much a part of the product as your produce.

Can you provide consistent quality and service?

Commercial produce buyers expect performance and consistency. It is critical that you deliver the quality and quantities ordered at the time requested. Future sales for you as well as for other growers are affected by your interaction with the buyer.

Can you educate your clients?

Find out why buyers are not currently using your product or buying directly from farmers. Perhaps you can convince them that a previous bad experience will not be repeated. Provide information such as suggestions for storage and preparation about items that may be unfamiliar. Educate buyers about using locally grown produce to enhance their image and to increase sales. Restaurants and retailers can benefit by promoting the fact that they buy local or organically grown produce.

Find Your Niche!

Watch for Gaps in the Market

Look for items not presently grown. Discover products that are in short supply.

Plant crops that you could grow earlier or later due to your location.

Extend the season utilizing some form of weather protection.

Consider processed products.

Develop special services or packaging.



"Puget Sound Fresh" is a comprehensive marketing tool that farmers can all use. The promotion includes a logo farmers can use on all products grown, raised or harvested in any of the 11 counties that border Puget Sound.

Use the logo in promotional materials, in advertising, and on packaging to let buyers know that the products they are purchasing are the freshest, most flavorful products in the marketplace.

Contact Steve Evans, King County Department of Natural Resources, (206) 296-7824 or steve.evans@metrokc.gov to order stickers and electronic formats of the logo. Additional information about "Puget Sound Fresh" is available at www.metrokc.gov/farms.

What assets do you offer a buyer?

Are you going to be good for their business and make life easier for them? Can you promise that orders will be delivered on time and in the quantity and quality needed? Will your invoices be legible and itemized? It is up to you to convince buyers that it is in their best interest to give you their business. Find out the buyer's needs and do your best to meet them.

An Evolving Target

To be competitive today, you have to know what's going on in the market and you need to be flexible. Markets constantly change. Buyers often comment that some local growers have no idea what is currently happening in the market. For example, its important to know which items once considered a specialty item are now available on a regular basis, or that preferences for sizes and shapes change.

California has set the produce industry standard in terms of pricing, quality, service and packaging. Commercial produce buyers often compare locally grown items with out of state products and some express concerns about the quality of local produce. The impression among many buyers is that the

quality of locally grown items is inconsistent and the shelf life is shorter. Nevertheless, the market for local produce is alive and well. Overall, consumers are more aware of the importance of a balanced diet to maintaining good health; consequently, the demand for a variety of fresh farm products is increasing. Both commercial buyers and consumers want to support local agriculture—a trend that seems to be growing.

Some resources for keeping a pulse on the food market include:

- Attend conference and trade shows.
- Check out The Splendid Table <www.splendidtable.org>.
- Eat at restaurants you would like to sell to.
- Learn from other growers.
- Read culinary magazines, journals, newsletters, trade publications, and the food section of local newspapers.
- Review the International Association of Food Professionals newsletter, Food Forum Quarterly (800-928-4227; web: <http://www.iacp-online.org>).
- Talk with buyers and customers to find out what they expect.
- Use demographic studies and census statistics.
- Visit restaurants and grocery stores, especially upscale establishments.

Trends and Predictions

... about today's market.

Trends

Slowing population growth,
Changing ethnic mix,
Aging population,
Smaller households,
More women working outside the home,
Increased demand for quality,
Increased demand for freshness,
Increased demand for health foods,
Growing preference for attractive foods,
Continuing demand for more variety,
Increased consumption of fresh fruits and
vegetables,
Less time for cooking.

Predictions

More organic foods available,
More vegetarian meals,
Ethnic foods becoming more commonplace,
Pasta gaining greater popularity,
Better pre-packaged foods, and more of them,
Return to "comfort foods,"
More lean game meats.

Working with Buyers

Survey results indicate a number of conditions that would encourage buyers to buy directly from growers. The three conditions reported most frequently by buyers were price, delivery, and quality. Other qualities buyers considered important are availability of products, convenience (including easy billing terms), reliability, flexibility, food safety, professionalism, and service. Highlighted with direct quotes from buyers, this section summarizes some of these conditions.

Competitive Prices

Most frequently buyers said competitive prices were an important condition for buying direct. However, be aware that some buyers may have unrealistic expectations about price. Price with the market in mind. Price should be in line with the current market, taking into account quality and demand.

"Would expect to save money by dealing directly with a grower."

"Be competitive with wholesalers."

"We need quality produce at reasonable costs."

Delivery

Delivery was the second most often reported requirement for dealing directly with growers.

"It is very difficult for me, as a chef, to shop farmers markets on a regular basis. If farmers would deliver their product, I would use [local products] much more. In fact, I have actively tried to increase the percentage of local farm products we use, but it is not easy."

"I would buy off a truck if they came to the restaurant."

"Need delivery same as wholesalers."

"Not able to get to farmers markets. Would like them [farmers] to make contact and deliver."

Quality

Deliver consistent quality. Samples shown to buyers must accurately reflect the quality of goods delivered. If you deliver

goods that aren't up to the quality of your sample you might still make a sale but you will lose a customer. Samples shown to buyers must accurately reflect the quality of goods delivered. If you deliver goods that aren't up to the quality of your sample you might still make a sale but you will lose a customer.

"Quality is really the only reason to buy direct."

"Quality outweighs price point. Quality equals freshness, appearance and taste."

"Quality is most important."

"Quality is more important than price."

"Farmers and other producers must be able to provide consistent quality and service."

Effective Communication

Farming doesn't leave a lot of time to sit by the phone during the growing season. However, if you want to sell you have to be reachable. Communication between farmer and buyer must be frequent, clear, accurate and honest.

Many farmers have had a rough time with buyers. Buyers can tell tales of frustration in dealing with growers. It pays to know what the buyer's concerns are and address those concerns. For example, some buyers will appreciate receiving price lists (via fax, mail, or delivery) on a consistent basis.

"For a small restaurant..., it can really benefit both grower and buyer to establish and maintain an open

and communicative relationship. For example, we discuss items needed and the grower will plant those vegetables for the following season. It's mutually beneficial."

"Suggestions for farmers: be as professional as possible, follow through. If you don't know the answer to a question, say so. Don't bluff."

Long Term Availability

A diversity of product should be available for as long as possible. Find out the earliest possible date of planting and the last date for harvest. Plant successive crops. Consider using some type of plant protection in the field.

"Farmers must be willing to work with grocers and the volumes they manage."

"Longer growing periods, more information about locally grown things and locations."

Proper Packaging & Post Harvest Handling

Packaging should meet or exceed industry standards. Many produce items have standard box sizes and unit counts. The right container will protect the product, while allowing for ease in cooling, handling, and storing. If you don't know, find out what these standards are. Talk to other farmers, USDA Marketing Service or go to the library.

Many buyers don't like local leafy produce because it has a short shelf life. Deliver as soon after harvest as possible. Use sturdy boxes and pack carefully. Also, spending extra time to clean produce may add to overhead costs, but careful packing will ensure that your produce arrives to the buyer in good condition. Wholesalers can't sell your produce if it is damaged.

"Packaging is a problem with local growers. Boxes are the wrong size and produce tends to get damaged."

"Boxes need to be sturdy. Local boxes are larger, which causes problems in small walk-ins. They need to be uniform in size; follow industry standards."

Some Questions to Ask When Working with Buyers.

1. In what form does the consumer want their supplies (i.e., fresh, dried, wrapped, bulk)?
2. What is the purchasing schedule for products? What season, month, week, or day is best for them?
3. What is the approximate volume needed—one pound a day or 1,000 pounds per month?
4. How does the buyer receive deliveries (i.e., from the shop, company, regional warehouse, or broker)?
5. How will the buyer pay for the product (i.e., C.O.D., credit)?
6. Are there any special needs such as quality, size, color, quantity, or shape?
7. Are there any special packaging needs?
8. Are there labeling requirements such as language, color, contact information, ingredients, or nutritional information?
9. Are there legal arrangements such as contracts, permits, consignment orders, or purchase orders?
10. Who manages displays, the buyer or the grower?
11. Are there any penalties or deductions for poor quality or late delivery?
12. How will the buyer test new products—in the display, at the grower's site, at the buyer's regional office?
13. Is there a membership fee?
14. If the product needs to be inspected, by whom, and at what cost?

—Adapted from Questions to Ask During a Personal Marketing Survey by Jim Freed, WSU Cooperative Extension Mason County, 1999.

Direct Marketing Regulations

Directory of Direct Marketing Regulations

Agriculture and Natural Resources Fact Sheet #522



This bulletin presents resources for laws and regulations affecting the direct marketing of farm products. It is not intended to be a complete list, but rather a starting point for complying with current law. Every effort has been made to include current contact information; however, as agencies, laws, and regulations change, this information can change as well. Direct marketers are encouraged to consult with the agencies or an attorney to understand how laws and regulations pertain to individual operations.

What's Regulated	Regulatory Agency		
	Federal	State	County
Aquaculture/Fish		Washington State Department of Fish and Wildlife, Hatcheries Division Aquaculture Registration, 600 Capital Way North, Olympia, WA 98501-1091; (360)902-2661.	Seattle-King County Department of Health Veterinarian: Christensen (206)296-9844 Inspectors: D. Winchester (206)296-0100 Jim Thompson
Building Codes			King County Department of Development and Environment (DDES) (800) 451-7267 (206)296-0100 www.metrokc.gov/des/
Dairy	USDA Food Safety and Inspection Service (FSIS) Dr. Helmut W. Blume 530 Center Street, NE Mezzanine Salem, OR 97301; (503) 399-5831; fax: (503) 399-5636; web: www.fsis.usda.gov .	Washington State Department of Agriculture (WSDA) PO Box 42560, Olympia, WA 98504-2560 Dairy Inspection, (360)902-1875.	
Eggs		Washington State Department of Agriculture (WSDA) PO Box 42560, Olympia, WA 98504-2560 Egg Inspection, (grading and sizing information, state egg seals), (360)902-1830; (360)902-2087 fax	

What's Regulated	Regulatory Agency		
	Federal	State	County
Food Safety & Prepared Foods	USDA Food Safety and Inspection Service (FSIS) Dr. Helmut W. Blume 530 Center Street, NE Mezzanine Salem, OR 97301; (503) 399-5831; fax: (503) 399-5636 ; web: www.fsis.usda.gov .	Washington State Department of Agriculture (WSDA) PO Box 42560, Olympia, WA 98504-2560 Food Safety Program (360)902-1876. A live person can answer questions about regulations for food processing and can send a licensing information packet.	Seattle-King Department Food Protec 3rd Ave, Su WA 98104-4781.
Food Stamps	USDA Food and Nutrition Service 3101 Park Center Drive, Room 819, Alexandria, VA 22302 (703)305-2286; web: www.fns.usda.gov/fns .		
Labeling	USDA Food Safety and Inspection Service (FSIS) Dr. Helmut W. Blume 530 Center Street, NE Mezzanine Salem, OR 97301; (503) 399-5831; fax: (503) 399-5636; web: www.fsis.usda.gov .	Washington State Department of Agriculture (WSDA) PO Box 42560, Olympia, WA 98504-2560 Food Safety Program (360)902-1876.	Seattle-King Department Food Protec 3rd Ave, Su WA 98104-4781.
Licenses*		Washington State Department of Licensing Business Licenses , (800)237-1233; web: www.wa.gov/dol/bpd/buslic.htm . A statewide, toll-free information and referral service, provides information regarding state business licensing, registration, technical assistance, other state agencies or one-to-one business counseling. <u>Master License Service of the Department of Licensing,</u> (360)664-1400; web: www.wa.gov/dol/bpd/mlsinfo.htm Contact this service to obtain information about the licenses you need for your business.	Seattle-King Department 999 Third A Seattle, WA (206)296-47 • Food Har • Produce • Cash Buy • Commiss License

*At the local level, business (or vendor) licenses are required *only* if a farmer sells products other than his or her own. Check with your city licensing department for details.

What's Regulated	Regulatory Agency		
	Federal	State	County
Nursery Sales (retail or wholesale)		Washington State Department of Agriculture (WSDA) PO Box 42560, Olympia, WA 98504-2560 Nursery Inspection (206)872-6480.	
Organic Food		Washington State Department of Agriculture (WSDA) PO Box 42560, Olympia, WA 98504-2560 Organic Food Program (360)902-1924, (360)902-1877 voice, (360)902-2087 fax; email: organic@agr.wa.gov .	
Processed Foods for Interstate Commerce	USDA Food Safety and Inspection Service (FSIS) Dr. Helmut W. Blume 530 Center Street, NE Mezzanine Salem, OR 97301; (503) 399-5831; fax: (503) 399-5636; web: www.fsis.usda.gov .		
Signs		Washington State Department of Transportation Design Office PO Box 47329, Olympia, WA 98504-7329 (360)705-7235; web: www.wsdot.wa.gov/eesc/design/dsgnoffice.html ; e-mail: edwardjo@wsdot.wa.gov .	King County Development Environment (DDES) (206)296-6600 www.metrokddes.org DDES Zoning (206)296-6655
Taxes (Washington State B&O Tax State Sales Tax for nonfood items)		State of Washington, Department of Revenue Taxpayer Information and Education PO Box 47478, Olympia, WA 98504-7478; (800)647-7706.	
U-Pick Operations			Seattle-King County Department of Public Health recommends and sanitary inspection
Weights and Measures		Washington State Department of Agriculture (WSDA) Gerald A. Buendel, Program Manager PO Box 42560, Olympia, WA	City of Seattle Weights and Measures 805 S Dearborn Seattle, WA 98148 (206)386-1255

Table 1. Summary of regulations for different types of markets.

Market Type	Level of regulations that may apply			
	Federal	State	County	City
CSA		✓	✓	
Farmers Markets		✓	✓	✓
Mail Order	✓	✓	✓	✓
On-farm		✓	✓	
Roadside		✓	✓	
U-Pick		✓	✓	

Table 2. Summary of regulations for different products.

Product Type	Level of regulation apply	
	Federal	State
Dairy	✓	✓
Eggs		✓
Fish/Seafood		✓
Meat	✓	✓
Nonfood		✓
Nursery		✓
Organic		✓
Prepared/Value-Added Foods	✓	✓
Produce		✓

Sources:

Farmer-to-Consumer Marketing: Part 7: Washington Regulations. Available for \$1.00 from WSU Co King County. To order call (206)296-3900.

The Regulation Handbook for Direct Farm Marketers (Third Edition) 1989. Washington State Department of Agriculture.

Compiled by [Sylvia Kantor](#), WSU Cooperative Extension King County, 1999.

Part II: Directory of Buyers

About the Survey

This directory is the result of surveys sent to over 1000 commercial buyers of farm products in the Puget Sound area. Some buyers were also surveyed by telephone. Overall, responses were received from over 175 buyers including brokers, clubs, caterers, floral buyers, hotels, nurseries, processors, restaurants, retailers, schools, and wholesalers. A copy of the survey questions sent to the buyers is included in Appendix C.

By no means is this directory complete! Many commercial buyers come and go. Don't be limited to the list of buyers here. If you know of other businesses that might be interested in your products, please do not hesitate to call them. Note, however, that several buyers we surveyed indicated they did not want to be contacted by growers. Buyers not wishing to be contacted are listed in Appendix B.

Brokers

CF Fresh

Description: Organic and transitional brokerage. Gross \$10 million. Wholesalers, retailers.

Contact: Maureen Royal
Address: 922 Third St
Sedro Woolley, WA 98284

Telephone: (360) 855-0566

Fax: (360) 855-2430

Email: cffresh@rootabaga.com

Web: <http://www.rootabaga.com>

Preferred Contact: Send letter to Maureen Royal

Contact Hours: Hard to reach by phone.

Buying Practices

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: Larger volumes.

Displays Marketing

Materials?: No

Preferred Payment: 30 days/less/check

Ordering Frequency: Daily

Packing Preferences: Regular industry
packing/grading standards.

Preferred Delivery: Negotiable.

Products Purchased

Organic: Garlic

Other: Fruits, nuts, berries, root
vegetables

Products Desired: Fresh berries

Farmer's Own Organic Produce

Description: Shipper/warehouse which sells to the wholesale market. Business operates in a cooperative fashion to help growers work together versus competing with each other. Establishes a yearly production plan. Provides produce to local wholesale companies. Has its own label which can be found at local supermarkets.

Contact: Diane Dempster

Address: PO Box 24606
Seattle, WA 98124

Telephone: (800) 413-4003

Fax: (800) 682-4331

Preferred Contact: Telephone

Contact Hours: 8am - 5pm; M-F

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Displays Marketing

Materials?: Yes

Preferred Payment: Work on a percentage of sale
basis.

Packing Preferences: Items need to be boxed
according to organic industry
standards.

Clubs

Bear Creek Country Club

Description: Private golf club. Do about \$1.2 million per year in food/beverage. Fine dining, member dining, full catering, golf tournaments.

Contact: Curtis Stimpson
Address: 13737 202nd Ave NE
Woodinville, WA 98072

Telephone: (425) 883-4770
Fax: (425) 869-0894
Email: chefhusky@aol.com
Preferred Contact: Telephone

Contact Hours: 7am to 2pm M-F

Buying Practices

Buys Direct Now?: Yes
Buys Local?: Yes
Promotes Local?: Yes
Buys Organic?: Yes
Promotes Organic?: Yes
Requirements
for Buying Direct: Service; type of product
Displays Marketing
Materials?: No
Preferred Payment: Could pay in any method.
Ordering Frequency: Daily
Preferred Delivery: Morning before 10am.

Products Purchased

Organic: Certified organic products
Value-Added:
Other: Cabbage family, greens, herbs, legumes, nightshades, onion family, root vegetables, squash

Columbia Tower Club

Description: Private city club. 250 people. Receptions for 500 plus. High volume fine dining.

Contact: Dan Davis
Address: 701 5th Ave Ste 7600
Seattle, WA 98104

Telephone: (206) 622-2010
Fax: (206) 386-5727
Preferred Contact: Telephone

Contact Hours: Before 10am or between 2-4pm

Buying Practices

Buys Direct Now?: No
Buys Local?: Yes
Promotes Local?: Yes
Buys Organic?: Yes
Promotes Organic?: Yes
Requirements
for Buying Direct: Farms that go through purveyor or willing to work directly with grower.

Displays Marketing
Materials?: Yes

Products Purchased

Value-Added: Salad mix
Other: Cabbage family, dairy, eggs, flowers, fruits, nuts, berries, grains, greens, herbs, honey, mushrooms, nightshades, onion family, root vegetables, squash

Comments: Organic produce must be fresh.

Caterers

Catering by Phyllis

Description: Sole proprietor. Corporate and private functions ranging from 2 to 200 guests. Full service event planning, catering, staffing, etc. "From llamas to limos."

Contact: Phyllis Rosan

Address: 3204 15th Ave W
Seattle, WA 98119

Telephone: (206) 283-0480

Fax: (206) 283-5178

Preferred Contact: Visit in person, telephone, send letter.

Contact Hours: 7 days a week; by appointment is best.

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: Delivery offered. Product sheet provided.

Displays Marketing

Materials?: Yes

Preferred Payment: Upon delivery.

Ordering Frequency: Daily and weekly, depends on season.

Packing Preferences: Best quality, highest flavor!

Preferred Delivery: Flexible

Products Purchased

Organic: Carrots, garlic, lettuce, bananas, citrus, various other produce, sprouts

Value-Added: Salad mix

Other: Herbs

Twelve Baskets Cafeterias and Catering

Description: Vegetarian cuisine.

Contact: John Bagge

Address: 825 116th NE
Bellevue, WA 98004

Telephone: (425) 455-3684

Email: twelvebaskets@msn.com

Preferred Contact: telephone

Contact Hours: M-F; 3pm - 5pm

Buying Practices

Buys Direct Now?: No

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: No

Requirements

for Buying Direct: Deliver clean produce which is consistent in both size and quality and have competitive prices.

Displays Marketing

Materials?: No

Comments: Is open to dealing directly with both organic and conventional growers. Would buy whatever is in season. In the past has rarely used organically grown produce. "It is too expensive. Customers haven't been willing to share the cost." Would like to buy local produce and then promote this fact.

Floral Buyers

Aurora Flower Shop

Description: Retail florist and local greenhouse for sale of bedding plants.

Contact: D. Paul Grindall
Address: 8808 Aurora N
Seattle, WA 981033918

Telephone: (206) 522-5336

Fax: (206) 522-5170

Email: dpgrin@accessone.com

Web: <http://www.flowers.com>

Preferred Contact: Email, letter

Contact Hours: 8-4pm; M-Sat

Buying Practices

Buys Direct Now?: Yes

Promotes Local?: No

Buys Organic?: No

Promotes Organic?: No

Requirements

for Buying Direct: Availability/Price

Displays Marketing

Materials?: No

Preferred Payment: 30 day account

Ordering Frequency: Depends on item and time of year

Preferred Delivery: On arrangement

Products Purchased

Value-Added: Potted plants

Other: Flowers, plant starts

Avant Garden Florist

Description: Retail florist.

Contact: Karen Hanson

Address: 13520 Aurora Ave N
Seattle, WA 98133

Telephone: (206) 361-0779

Fax: (206) 361-0448

Preferred Contact: Telephone

Contact Hours: AM

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: No

Promotes Organic?: No

Requirements

for Buying Direct: Competitive pricing and delivery

Displays Marketing

Materials?: No

Ordering Frequency: Daily and weekly

Preferred Delivery: Early am

Products Purchased

Value-Added: No

Other: Flowers, plant starts

Best Flowers

Description: Small, owner operated, flower shop in the Pike Place Market. Full service florist. We specialize in dried flower wreaths. Customers are local and tourists.

Contact: Issie Sime
Address: 89 Pike St
Seattle, WA 98101

Telephone: (206) 622-6114
Fax: (206) 622-8602
Preferred Contact: Visit in person, telephone
Contact Hours: Most of the week and Sundays

Buying Practices

Buys Direct Now?: Yes
Buys Local?: Yes
Promotes Local?: Yes
Buys Organic?: Yes
Promotes Organic?: Yes
Requirements
for Buying Direct: If they deliver direct to my shop and are able to give a 30 day net.

Displays Marketing
Materials?: No

Preferred Payment: Business check on delivery or 30 day net

Ordering Frequency: Daily
Packing Preferences: Bunches of stems, cleaned, tight bud

Preferred Delivery: Anytime for trucked product.

Products Purchased

Value-Added: Dried herb racks
Other: Flowers, greens, herbs
Products Desired: Cut flowers, herbs, special, lily of the valley, violets

Comments: Buys all year long.

Cugini Florists

Description: Retail florist and gifts, gross 450k, higher end niche marketing.

Contact: Bill Gaw
Address: 413 S 3rd
Renton, WA 98055

Telephone: (425) 255-3900
Fax: (425) 228-3014
Email: wcgaw@aol.com
Web: <http://www.ftd.com/cuginiflorists>

Preferred Contact: Send letter
Contact Hours: Tues. - Fri. 9-3pm

Buying Practices

Buys Direct Now?: Yes
Buys Local?: Yes
Promotes Local?: Yes
Buys Organic?: Yes
Promotes Organic?: No
Requirements
for Buying Direct: Better quality and variety, delivery service.

Displays Marketing
Materials?: Yes

Preferred Payment: Net 30 days
Ordering Frequency: Daily
Packing Preferences: Only top grade, pest-free cut flowers
Preferred Delivery: Order as needed, deliver in am.

Products Purchased

Value-Added: No
Other: Flowers, compost
Products Desired: Cut flowers

Dutch Bloom

Description: Small retail florist.

Contact: Annett Nateo

Address: 2406 NW 80th St
Seattle, WA 98117

Telephone: (206) 789-9883

Email: annett@drizzle.com

Web: <http://dutchbloom.com>

Preferred Contact: Email

Buying Practices

Buys Direct Now?: No

Promotes Local?: No

Promotes Organic?: No

Requirements

for Buying Direct: I would have no problem
buying from a locally supplied
wholesaler if there is such a
thing.

Displays Marketing

Materials?: No

Products Purchased

Other: flowers

Lake City Florist

Description: Retail floral business, FTD.

Prices range from \$25 on up.

Weddings, funerals, holidays
and everyday occasions

(birthday, anniversary, get well,
births, etc.). Fruit and gourmet
baskets. Plants and garden
baskets.

Contact: Mary Sierchio

Address: 17712 15th Ave NE
Shoreline, WA 98155

Telephone: (206) 364-4321

Fax: (206) 367-1757

Email: lakecityflorist@msn.com

Web: <http://ftd.com>

Preferred Contact: Email; send letter

Contact Hours: 9:00am - 5:00pm

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: No

Promotes Organic?: No

Requirements

for Buying Direct: Accessibility, price

Displays Marketing

Materials?: Yes

Preferred Payment: 30 Days

Ordering Frequency: Weekly

Preferred Delivery: Weekly

Products Purchased

Other: Flowers, fruits, nuts, berries,
plant starts

Malesis Flowers

Description: Flower shop.

Contact: Goylen Whiteside

Address: 313 Rainier Ave S
Renton, WA 98055

Telephone: (425) 228-6622

Fax: (425) 228-8870

Preferred Contact: Telephone, send letter

Contact Hours: 12-5pm M-F

Buying Practices

Buys Direct Now?: No

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: No

Promotes Organic?: No

Requirements

for Buying Direct: I have very few growers contact me.

Displays Marketing

Materials?: Yes

Preferred Payment: Invoice

Preferred Delivery: Mornings.

Products Purchased

Other: Flowers

Mary's Flowers Etc.

Description: Retail floral shop

Contact: Mary Frix

Address: 375 NW Gilman Blvd, Ste A102
Issaquah, WA 98027

Telephone: (425) 391-4011

Preferred Contact: Send letter

Contact Hours: 9-6; M-F

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Promotes Organic?: No

Requirements

for Buying Direct: Availability of product, quality and price.

Displays Marketing

Materials?: Yes

Preferred Payment: COD

Ordering Frequency: Daily

Packing Preferences: Must be freshest possible. Prefer fresh cut to us and very early in bloom cycle. Postharvest care as need variety specific.

Preferred Delivery: Morning deliveries only

Products Purchased

Other: Flowers, compost, plant starts

The Greenskeeper

Description: Retail florist. Small proprietorship specializing in weddings/corporate/parties. Average sale \$300.00.

Contact: Karri Hansen

Address: 7718 78th Place NE
Marysville, WA 98276

Telephone: (360) 653-2576

Email: kraeko@aol.com

Preferred Contact: Send letter

Contact Hours: Daytime

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: No

Promotes Organic?: No

Requirements

for Buying Direct: Competitive pricing and quantity of product

Displays Marketing

Materials?: No

Products Purchased

Other: Flowers, gourds, plant starts

Sound Floral Supply Inc

Description: Wholesale floral arrangements, bouquets, bulk cut fresh; we sell to local grocery chains, catering, floral shops, funeral homes. We are a small, but growing business and when at all possible like to get our products locally.

Contact: Romi Valois

Address: 2345 Tacoma Ave S
Tacoma, WA 98402-1409

Telephone: (253) 572-1099

Fax: (253) 572-1183

Preferred Contact: Visit in person, telephone, send letter

Contact Hours: 8:30 - 3:30 m-f

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: No

Promotes Organic?: No

Requirements

for Buying Direct: Longer growing periods, more information about locally grown things and locations.

Displays Marketing

Materials?: Yes

Preferred Payment: C.O.D.

Ordering Frequency: Weekly; greens/flowers seasonal

Preferred Delivery: Open

Products Purchased

Other: Flowers, squash, plant starts, xmas trees

Products Desired: Cut flowers

Hotels

Camlin Hotel

Description: Hotel Restaurant seats 130; hotel guests, business persons; breakfast \$3.95-8.95; Lunch \$5-12.95; Dinner \$16-24

Contact: Troy Patterson

Address: 1619 9th Avenue
Seattle, WA 98101

Telephone: (206) 682-0100, ext 1314

Fax: (206) 682-7415

Email: camlinhotel@sprintmail.com

Preferred Contact: Telephone

Contact Hours: M-F 10 a.m. to 4 p.m.

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: If they come and talk to me to set up terms.

Displays Marketing

Materials?: No

Preferred Payment: Net 10 days

Ordering Frequency: Daily

Preferred Delivery: Morning — can be flexible

Products Purchased

Value-Added: Cleaned spinach, peeled carrots, peeled shallots

Other: Dairy, eggs, flowers, fruits, nuts, berries, greens, herbs, mushrooms, nightshades, onion family, seafood, squash

Products Desired: Varies seasonally

Comments: Feel free to hear from me by giving me a call.

The Edgewater

Description: Full service restaurant and catering. Mid to mid-upscale casual. Average dinner \$18.

Contact: Scott Blackerby

Address: 2411 Alaskan Way Pier 67
Seattle, WA 98121

Telephone: (206) 728-7000

Email: zlocochef@aol.com

Preferred Contact: Visit in person, telephone, email, send letter

Contact Hours: 8am - 7pm. Anytime by email.

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: Availability.

Displays Marketing

Materials?: No

Preferred Payment: 14 days, maybe invoice

Ordering Frequency: Daily

Packing Preferences: Flexible - fresh, wholesome

Preferred Delivery: AM as early as possible

Products Purchased

Organic:

Value-Added: Mixed greens, anything raw

Other: Fruits, nuts, berries, greens, herbs, meat, onion family, root vegetables, squash, legumes

Products Desired: Tomatoes

Comments: Restaurants need a guide to local farmers.

Salish Lodge and Spa

Description: Four Diamond rated property with executive chef, William Belickis. Cuisine is upscale with a Northwest bent. Full service luxury resort. 100 seats, 5000 sq. ft. banquet space.

Contact: Dave Coleman

Address: 6501 Railroad Ave SE
Snoqualmie, WA 98033

Telephone: (425) 831-6520

Fax: (425) 888-2533

Email: salish@salishlodge.com

Web: <http://salishlodge.com>

Preferred Contact: Telephone

Contact Hours: M-F 10 a.m. to noon

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: No

Requirements

for Buying Direct: Delivery and service and reliability

Displays Marketing

Materials?: Yes

Preferred Payment: Set up an account

Ordering Frequency: daily

Products Purchased

Organic: Vegetables

Value-Added: Mixed green salad mix

Other: Cabbage family, fruits, nuts, berries, greens, herbs, legumes, meat, mushrooms, nightshades, onion family, poultry, root vegetables, seafood, squash

Products Desired: Varies seasonally

Comments: Most produce is bought wholesale. Hotel uses local products as much as possible and is open to buying directly. Is interested in whatever is in season.

Woodmark Hotel

Description: Waterfront hotel on Lake Washington serving Northwest cuisine, moderate-expensive in price.

Contact: Gregory Werry

Address: 1200 Carillon Point
Kirkland, WA 98033

Telephone: (425) 803-5576

Email: gregw@thewoodmark.com

Preferred Contact: Telephone, email

Contact Hours: Mon - Fri, 2 p.m to 4 p.m.

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: No

Requirements

for Buying Direct: "Quality outweighs price point. Quality equals freshness, appearance and taste."

Displays Marketing

Materials?: No

Preferred Delivery: Flexible; small growers usually

Products Purchased

Other: Fruits, nuts, berries, root vegetables, cabbage family, greens, nightshades

Products Desired: Special herbs

Comments: Uses organically grown produce. Actively promotes use of local produce.

Nurseries

Grey Barn Garden Center

Description: Wholesale and retail nursery.
Inside and outside.

Contact: Ty Goldfarb

Address: 20871 Redmond-Fall City Rd
Redmond, WA 98053

Telephone: (425) 868-5757

Fax: (425) 868-8595

Preferred Contact: Visit in person, phone

Contact Hours: 9-5

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: Right price, right product, right
quality.

Displays Marketing

Materials?: Yes

Preferred Payment: Depends, sometimes cash,
negotiable.

Ordering Frequency: Three to four times a week

Packing Preferences: Depends on product

Preferred Delivery: Deliver weekly

Products Purchased

Value-Added: Wreaths, topiaries, dried flowers

Other: Compost, medicinal plants

Comments: Would love to buy more
locally but Oregon and
California products are more
competitive because they've
been doing it longer.

Home Depot Corporate Office

Description: Retail nursery.

Contact: Eric Rhonehouse

Address: 370 Corporate Dr N
Tukwila, WA 98188

Telephone: (206) 574-3400

Fax: (206) 574-3419

Preferred Contact: Send letter then follow up with
phone call

Contact Hours: 8-5

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: No

Promotes Organic?: No

Requirements

for Buying Direct: Must be able to supply all
stores. Quality is more
important than price.

Displays Marketing

Materials?: Yes

Preferred Payment: Negotiable

Ordering Frequency: Daily

Preferred Delivery: Negotiable

Products Purchased

Other: Compost, medicinal plants

Comments: Two "Open Buying Days" a
year (call for dates, but okay to
contact other times). Other
local farm products include
wreaths and topiaries.

Julius Rosso Wholesale Nursery

Description: Primarily wholesale, natives, ornamentals, ground covers, trees, small fruit trees.

Contact: Tony/Gene Rosso
Address: 6404 Ellis Ave S
Seattle, WA 98108-0345

Telephone: (206) 763-1888
Fax: (206) 762-2544
Preferred Contact: Visit in person
Contact Hours: Regular business hours, M-F

Buying Practices

Buys Direct Now?: No
Buys Local?: Yes
Promotes Local?: Yes
Buys Organic?: Yes
Promotes Organic?: No
Requirements
for Buying Direct: Right product, right price.
Displays Marketing
Materials?: No
Preferred Payment: Negotiable
Ordering Frequency: As needed
Packing Preferences: Depends
Preferred Delivery: Negotiable

Products Purchased

Organic: Fertilizer
Other: Compost, medicinal plants
Products Desired: varies
Comments: Also, buys wreath materials from local farmers.

Olympic Nursery, Inc.

Description: Retail nursery with 70 acre farm. Some (3 acres of stored nursery stock). Remaining acreage sublet to flower and vegetable farmers.

Contact: Thomas Quigley
Address: 16507 140th Pl NE
Woodinville, WA 98072

Telephone: (425) 483-9254
Fax: (425) 485-9451
Preferred Contact: Visit in person
Contact Hours: daily, daylight

Buying Practices

Buys Direct Now?: Yes
Buys Local?: Yes
Promotes Local?: No
Promotes Organic?: No
Requirements
for Buying Direct: Sammamish APO is a good example of high \$ yields per acre from nursery stock, either grown or resale @ wholesale. More prime nursery stock could be grown and sold. We are trying to work with some farmers to help them plant and care for trees rather than flowers.

Displays Marketing
Materials?: No

Preferred Payment: Net 30
Ordering Frequency: Weekly

Products Purchased

Other: Plant starts, trees, shrubs, ground covers, nursery stock
Products Desired: Local nursery stock

Sky Nursery

Description: Retail garden center.

Contact: Mary Heide

Address: 18528 Aurora Ave N
Shoreline, WA 98133

Telephone: (206) 546-4851

Fax: (206) 546-8010

Email: ixhatch@netscape.com

Web: <http://skynursery.com>

Preferred Contact: Any

Contact Hours: 9am - 5pm M-F

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: Yes

Promotes Organic?: Yes

Displays Marketing

Materials?: Yes

Preferred Payment: Net 30

Ordering Frequency: weekly

Preferred Delivery: weekly

Products Purchased

Value-Added: Topiary; wreaths

Comments: Pictures, samples, catalogs, and
descriptions are helpful.

Swanson's Nursery and Landscape

Description: Retail only, trees, shrubs,
annuals, perennials, hardware.

Contact: Glenna Bennett

Address: 9701 15th Ave NW
Seattle, WA 98117

Telephone: (206) 782-2543

Fax: (206) 782-1910

Email: garden@swansonsnursery.com

Web: <http://www.swansonsnursery.com>

Preferred Contact: Fax

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: No

Promotes Organic?: No

Requirements

for Buying Direct: Quality is most important.

Displays Marketing

Materials?: No

Preferred Payment: Negotiated

Ordering Frequency: Weekly

Packing Preferences: Depends on product

Preferred Delivery: Weekly

Products Purchased

Other: Compost, plant starts

Comments: Quality is most important
criteria. Would like farmers to
contact them via fax.

Thorsett Landscape Nursery

Description: Retail nursery: plants, soils, mulches, turfgrass; landscape contractors

Contact: Allen Thorsett
Address: 13501 SE 226th Pl
Kent, WA 98042

Telephone: (253) 631-5838
Fax: (253) 630-7244
Email: elizabeth@thorsett.com
Web: <http://www.thorsett.com>

Preferred Contact: Visit in person, e-mail, send letter, fax

Contact Hours: 9 a.m. to 4:30 p.m.

Buying Practices

Buys Direct Now?: Yes
Buys Local?: Yes
Promotes Local?: Yes
Buys Organic?: Yes
Promotes Organic?: No
Displays Marketing Materials?: Yes
Preferred Payment: 30 days
Ordering Frequency: Daily, weekly, monthly, yearly
Packing Preferences: None
Preferred Delivery: M-F 8 to 4:30

Products Purchased

Value-Added: Bagged soil products
Other: Fruits, nuts, berries, herbs, squash, compost, fiber, plant starts, xmas trees, nursery stock

West Seattle Nursery

Description: Retail garden center.

Contact: Mark Smith
Address: 5275 California Ave SW
Seattle, WA 98136

Telephone: (206) 935-9276
Fax: (206) 935-1494

Buying Practices

Buys Direct Now?: Yes
Buys Local?: Yes
Promotes Local?: No
Buys Organic?: Yes
Promotes Organic?: Yes
Requirements for Buying Direct: Match quality and price of nonlocal growers

Displays Marketing Materials?: Yes

Preferred Payment: Can be C.O.D.

Ordering Frequency: Daily
Preferred Delivery: Flexible

Products Purchased

Organic: Herbs
Other: Plant starts
Products Desired: Pumpkins

Processors

Cascadian Farm

Description: Organic farming and processing operation for over 25 years. Contract purchaser of certified organically grown vegetables, berries and fruit crops for processing. Vegetables, berries, fruit, IQF, juice concentrates, jams.

Contact: Joe Bennett

Address: 719 Metcalf Street
Sedro Woolley, WA 98284

Telephone: (360) 855-0100

Fax: (360) 855-0444

Email: joeb@cfarm.com

Web: <http://www.cfarm.com>

Preferred Contact: Telephone, send letter, email

Contact Hours: 8am - 5pm M-F

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Displays Marketing

Materials?: No

Essential Foods

Description: Food product manufacturer

Contact: Jeff Fairhall

Address: 454 N 34th St
Seattle, WA 98103

Telephone: (206) 545-4194

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: Competitive prices; we buy organic produce primarily.

Displays Marketing

Materials?: No

Preferred Payment: Whatever

Ordering Frequency: Weekly

Products Purchased

Organic: All

Other: Cabbage family, greens, herbs, legumes, onion family, root vegetables

Restaurants

Angelo's Restaurant

Description: Small 100 seat Italian restaurant.

Contact: Ron Ricci

Address: 1830 130th NE
Bellevue, WA 98005

Telephone: (425) 883-2777

Preferred Contact: Send letter or telephone.

Contact Hours: M,T,W; 10-11 a.m.

Buying Practices

Buys Direct Now?: No

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: No

Promotes Organic?: No

Requirements

for Buying Direct: Price and delivery

Displays Marketing

Materials?: Yes

Preferred Payment: Check with delivery

Ordering Frequency: Biweekly

Packing Preferences: No

Preferred Delivery: Mornings between 9:30-11 am

Products Purchased

Other: Cabbage family, dairy, eggs,
flowers, greens, herbs,
mushrooms, nightshades,
seafood, squash

Comments: "I do not know how much
(farm produce) is local"

Anthony's Restaurants, Inc.

Description: Restaurant chain— 10 stores;
200-250 seats; fine dining

Contact: Jeff Arnot

Address: P.O. Box 3805
Bellevue, WA 98009

Telephone: (425) 455-0732

Fax: (425) 455-0649

Preferred Contact: Telephone

Contact Hours: 9 a.m. - 5 p.m.

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: No

Requirements

for Buying Direct: Reliable, organized delivery
system.

Displays Marketing

Materials?: Yes

Preferred Payment: Flexible

Ordering Frequency: Daily

Preferred Delivery: Commissary drop

Arnie's Restaurants NW

Description: Full service, fine dining,
waterfront view restaurants (3)

Contact: Robert Davis, Jr
Address: 714 2nd St
Mukilteo, WA 98275

Telephone: (425) 355-2181
Preferred Contact: visit in person, telephone, send
letter
Contact Hours: any except 11 a.m. to 1 p.m.

Buying Practices

Buys Direct Now?: No
Buys Local?: Yes
Promotes Local?: Yes
Buys Organic?: No
Promotes Organic?: No
Requirements
for Buying Direct: Delivery consistency; ample
product
Displays Marketing
Materials?: Yes

Preferred Payment: Check, 14 days
Ordering Frequency: Daily
Packing Preferences: No
Preferred Delivery: Day before order, next day a.m.

Products Purchased

Value-Added: Some pre-cut vegetables,
potatoes
Other: Dairy, greens, herbs,
mushrooms, seafood
Comments: Operates 3 restaurants

Bors Hede Restaurant

Description: Fine dining - 45 capacity -
mostly weekends; banquets —
45 capacity - seasonal

Contact: Roger Shell
Address: 10320 Kelly Road NE
Carnation, WA 98014

Telephone: (425) 788-8624
Web: <http://www.camlann.com>
Preferred Contact: Send letter
Contact Hours: Weekdays

Buying Practices

Buys Direct Now?: No
Buys Local?: Yes
Promotes Local?: No
Buys Organic?: Yes
Promotes Organic?: No
Requirements
for Buying Direct: Availability
Displays Marketing
Materials?: No

Preferred Payment: On delivery
Ordering Frequency: Weekly
Preferred Delivery: By arrangement

Products Purchased

Organic: Greens, herbs
Value-Added:
Other: Cabbage family, dairy, eggs,
herbs, honey, meat,
mushrooms, poultry, seafood

Brad's Swingside Café

Description: Neighborhood Italian progressive traditional restaurant.

Contact: Brad Inserra

Address: 4212 Fremont Ave N
Seattle, WA 98103

Telephone: (206) 633-4057

Preferred Contact: Telephone

Contact Hours: Late morning, early afternoon —
not Tues. or Fri.

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: No

Requirements

for Buying Direct: Not able to get to farmer's
markets. Would like them to
make contact and deliver.

Displays Marketing

Materials?: No

Preferred Payment: On delivery

Ordering Frequency: 3 times a week

Packing Preferences: No

Preferred Delivery: Day after it is ordered;

Products Purchased

Organic: Garlic, berries, greens

Value-Added: Peeled shallots and garlic,
mesclun salad mix

Other: Fruits, nuts, berries, greens,
meat, mushrooms, onion
family, seafood

Bridges Bar & Grill

Description: Breakfast on weekends; lunch
and dinner seven nights a week;
full service restaurant

Contact: Mike Boyer

Address: 2947 Eastlake Ave E
Seattle, WA 98102

Telephone: (206) 320-0785

Fax: (206) 320-9086

Preferred Contact: Telephone

Contact Hours: Wed-Friday mornings before 11

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: Yes

Promotes Organic?: No

Requirements

for Buying Direct: Price/savings/quality; delivery;
higher yield

Displays Marketing

Materials?: Yes

Preferred Payment: Check

Ordering Frequency: Daily, weekly

Packing Preferences: Sandwich size onions,
mushrooms, diced veggies

Preferred Delivery: Early mornings 8 a.m. to 10

Products Purchased

Organic: Mushrooms, greens

Value-Added: Baby carrots, diced onions,
celery and potatoes

Other: Dairy, eggs, flower, greens,
herbs, mushrooms, seafood

Products Desired: Fresh berries, good tomatoes

Cafe Flora

Description: Vegetarian restaurant providing everything for those looking for vegetarian fare to those looking for a very good meal. Prices range from \$5 to \$15. Capacity is 140 seats.

Contact: Jeanine Doran
Address: 2901 East Madison
Seattle, WA 98112

Telephone: (206) 325-9100
Preferred Contact: Telephone
Contact Hours: 2:30-4:30 Tu-Sat

Buying Practices

Buys Direct Now?: Yes
Buys Local?: Yes
Promotes Local?: Yes
Buys Organic?: Yes
Promotes Organic?: Yes
Requirements
for Buying Direct: Reliability and easy delivery.
Regular farmers markets.

Displays Marketing
Materials?: No

Preferred Payment: Invoice or COD
Ordering Frequency: Daily
Packing Preferences: Boxes preferred over bags.
Quality and appearance

Preferred Delivery: Varies; 9-11am and 2-4pm

Products Purchased

Value-Added: Peeled garlic, peeled shallots,
salad mix
Other: Cabbage family, dairy, eggs,
flowers, greens, herbs,
mushrooms, nightshades, onion
family, root vegetables, squash

Campagne

Description: Fine dining restaurant of approximately 70 seats

Contact: James Drohman
Address: 86 Pine Street
Seattle, WA 98101

Telephone: (206) 728-2800
Preferred Contact: Telephone, send letter
Contact Hours: Mon 12-4; Thursday 8-5

Buying Practices

Buys Direct Now?: Yes
Buys Local?: Yes
Promotes Local?: Yes
Buys Organic?: Yes
Promotes Organic?: No

Requirements
for Buying Direct: It is very difficult for me, as a chef, to shop farmers markets on a regular basis. If farmers would deliver their product, I would use much more. In fact, I have actively tried to increase the percentage of local farm products we use, but it's not easy.

Displays Marketing
Materials?: No

Preferred Payment: C.O.D.
Ordering Frequency: Daily, weekly
Packing Preferences: As appropriate to the item
Preferred Delivery: Generally, morning deliveries by truck, although we do deal with some post, UPS deliveries.

Products Purchased

Organic: Greens, vegetables
Value-Added: Only salad mix
Other: Cabbage family, dairy, flowers,
fruits, nuts, berries, greens,
herbs, honey, legumes,
mushrooms, nightshades, onion
family, root vegetables, seafood,
squash
Products Desired: Meat and poultry, other than
through large wholesale outfits

Canlis

Description: Four million dollar a year dinner-only restaurant with approximately 150 seats and a \$75 guest check average.

Contact: Greg Atkinson
Address: 2576 Aurora Ave. N.
Seattle, WA 98110

Telephone: (206) 283-3313

Fax: (206) 283-1766

Web: <http://canlis.com>

Preferred Contact: Send letter, telephone

Contact Hours: Daily

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: No

Requirements

for Buying Direct: Regular delivery schedule

Displays Marketing

Materials?: Yes

Preferred Payment: Mornings at the restaurant

Ordering Frequency: 30 day net

Preferred Delivery: No

Products Purchased

Organic: Mushrooms, greens, apples, squash

Value-Added: Salad mix

Other: Cabbage family, dairy, fruits, nuts, berries, greens, mushrooms, root vegetables, seafood, squash

Carmelita

Description: Vegetarian restaurant. Savory vegetarian fare.

Contact: Erica Burke
Address: 7314 Greenwood Ave N
Seattle, WA 98103

Telephone: (206) 706-9916

Fax: (206) 706-0511

Preferred Contact: Telephone

Contact Hours: 10 a.m. to 2 p.m.

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: Price, availability, quality, service.

Displays Marketing

Materials?: No

Preferred Payment: Cash

Ordering Frequency: Daily

Preferred Delivery: 10 am to 12 noon

Products Purchased

Organic: Everything when available

Value-Added: Peeled garlic and shallots, greens

Other: Dairy, eggs, flower, fruits, nuts, berries, greens, herbs, mushrooms, nightshades, onion family, root vegetables, squash

Chez Shea

Description: Northwest cuisine, four course pre-fix menu with choice of five entrees. Shea's lounge offers a bistro menu, and late night menu, desserts and coffees for more casual evenings.

Contact: Sandra Shea
Address: 94 Pike St, Suite 34
Seattle, WA 98101

Telephone: (206) 467-9990
Fax: (206) 467-9990
Web: <http://chezshea.com>
Preferred Contact: Phone or mail.
Contact Hours: 10am - 6pm; T-F.

Buying Practices

Buys Direct Now?: Yes
Buys Local?: Yes
Promotes Local?: No
Buys Organic?: Yes
Promotes Organic?: No
Requirements
for Buying Direct: Grower must stand behind product and be helpful.

Displays Marketing
Materials?: No

Preferred Payment: COD

Products Purchased

Other: Greens, herbs, squash
Products Desired: Vegetables, baby, varies seasonally

Comments: Interested in whatever is in season. Generally very happy with the quality of local produce; both organic and conventional.

Christina's

Description: Restaurant - 15 tables; four stars; check average \$45 per person; serving regional American cuisine; 19th year in business.

Contact: Christina Orchid
Address: Rt 1 Box 59 A
Eastsound, WA 98245

Telephone: (360) 376-4904
Fax: (360) 376-2608

Email: greendolphin@thesanjuan.com

Preferred Contact: Telephone

Contact Hours: Everyday after 2 p.m.

Buying Practices

Buys Direct Now?: Yes
Buys Local?: Yes
Promotes Local?: Yes
Buys Organic?: Yes
Promotes Organic?: No
Requirements
for Buying Direct: Regular, reliable delivery; quality product in reliable quantity

Displays Marketing
Materials?: Yes

Preferred Payment: C.O.D.

Ordering Frequency: Weekly

Preferred Delivery: Afternoons

Products Purchased

Value-Added: Salad mix

Other: Cabbage family, eggs, flowers, fruits, nuts, berries, greens, herbs, honey, legumes, meat, mushrooms, nightshades

Products Desired: Beans, fava, haricots verte, fingerling potatoes, heirloom tomatoes

Club Zeus

Description: Sports entertainment bar, 500 seats, mid scale menu (\$5.95-12.95)

Contact: Michael Colby
Address: 15221 Pacific Hwy S
Seatac, WA 98188

Telephone: (206) 242-9999
Preferred Contact: Visit in person
Contact Hours: 9-5 weekdays

Buying Practices

Buys Direct Now?: No
Buys Local?: Yes
Promotes Local?: No
Buys Organic?: No
Promotes Organic?: No

Displays Marketing
Materials?: No

Ordering Frequency: Weekly
Packing Preferences: Boxed/crated
Preferred Delivery: Thursday a.m.

Products Purchased

Value-Added: Salad mix, romaine, carrots, celery, green onions

Other: Cabbage family, dairy, eggs, grains, greens, meat, nightshades, onion family, poultry, root vegetables, squash

Products Desired: Varies seasonally

Cow's Meow, Inc

Description: Handmade ice cream and sorbet, 25 seats, \$1 - \$5, no table service, some wholesale caterers and diners

Contact: Katherine Beck
Address: 1835 Queen Anne Ave N #1
Seattle, WA 98109

Telephone: (206) 285-3532
Email: jimb@eskimo.com
Preferred Contact: Visit in person, telephone, email

Contact Hours: 12 to 5, M-F

Buying Practices

Buys Direct Now?: Yes
Buys Local?: Yes
Promotes Local?: Yes
Buys Organic?: Yes
Promotes Organic?: Yes

Requirements
for Buying Direct: If they could deliver directly to me, no distributor. I like to do business with people.

Displays Marketing
Materials?: Yes

Preferred Payment: C.O.D. or net 10
Ordering Frequency: Weekly
Preferred Delivery: Truck delivery before 11:30 am

Products Purchased

Organic: Berries

Other: Dairy, eggs, fruits, nuts, berries, herbs, honey

Duke's Chowder House

Description:

Contact: Jahn Derousseau
Address: 236 1st Ave W
Seattle, WA 98119

Telephone: (206) 283-4400

Fax: (206) 283-8421

Preferred Contact: Telephone

Contact Hours: M-F, before 10 am or after
1:30pm

Buying Practices

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: No

Promotes Organic?: No

Requirements

for Buying Direct: Likes using local produce when
it meets his needs and quality
standards. Requires delivery.

Displays Marketing

Materials?: No

Preferred Payment: Flexible

Comments: (Formerly Duke's Bar & Grill at
Queen Anne.)

Eggs Cetera's Too, Inc. (Blue Star Café and Pub)

Description: Restaurant and Pub — 165
seats; family/students/seniors;
\$3.95-12.95

Contact: Leon Torrey

Address: 4512 Stone Way North
Seattle, WA 981036648

Telephone: (206) 548-0345

Fax: (206) 545-0901

Preferred Contact: Telephone

Contact Hours: 7 a.m. to 3 p.m.

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: No

Promotes Organic?: No

Requirements

for Buying Direct: Availability/delivery service,
ease of ordering; I do own a
distribution company and buy
from local packers and growers
(potatoes and beans).

Displays Marketing

Materials?: Yes

Preferred Payment: C.O.D. or weekly

Ordering Frequency: 3 times a week

Packing Preferences: No

Preferred Delivery: To the restaurant 7 am to 3 pm

Products Purchased:

Value-Added: Salad mix, broccoli floweretts

Other: Cabbage family, dairy, eggs,
fruits, nuts, berries, greens,
herbs, honey, legumes, meat,
mushrooms, nightshades, onion
family, poultry, root vegetables,
seafood, squash

El Cid, Inc./El Camino Restaurant

Description: 120 seat house plus 40 additional in summer patio season; prices range from \$4-17; full service, lounge area; no smoking dining room

Contact: Alice Hughes

Address: 607 N 35th St
Seattle, WA 98103

Telephone: (206) 632-7303

Fax: (206) 632-9124

Preferred Contact: Send letter

Contact Hours: 12-4 M-F

Buying Practices

Buys Direct Now?: No

Promotes Local?: No

Buys Organic?: Yes

Promotes Organic?: No

Requirements

for Buying Direct: If made available, is there delivery? Competitive pricing.

Displays Marketing

Materials?: No

Preferred Payment: 8:30 a.m to noon

Products Purchased

Organic: Lettuce

Farestart

Description: Job training for homeless men and women. Largest provider of daycare and headstart programs in Seattle. Two operating cafes, catering business, meals for shelters and other programs over 2000 meals per day.

Contact: Pam Strand

Address: 1902 Second Ave
Seattle, WA 98101

Telephone: (206) 443-1233

Fax: (206) 441-7543

Preferred Contact: Telephone, send letter

Contact Hours: Very flexible

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: Yes

Promotes Organic?: No

Requirements

for Buying Direct: Availability and knowledge

Displays Marketing

Materials?: Yes

Preferred Payment: 15 days net

Ordering Frequency: Daily

Preferred Delivery: Early morning

Products Purchased

Organic: Lettuce

Value-Added: Salad mix, peeled vegetables

Comments: Formerly Common Meals.

Four Seasons Olympic Hotel

Description: Three restaurants: fine dining, seafood, casual bar/light foods; catering—1800 covers plus cater out services; 450 bedrooms—24 hour room service; employee restaurant—300/400 meals a day

Contact: Gavin Stevenson
Address: 411 University St.
Seattle, WA 98101

Telephone: (206) 287-4005
Fax: (206) 623-2271
Preferred Contact: Telephone, send letter
Contact Hours: 9-5 M-Sat

Buying Practices

Buys Direct Now?: Yes
Buys Local?: Yes
Promotes Local?: Yes
Buys Organic?: Yes
Promotes Organic?: Yes
Requirements
for Buying Direct: Supply on a regular basis; billing, corporate hotel systems do not pay as fast as local farmers would like.

Displays Marketing
Materials?: No

Preferred Payment: Billing
Ordering Frequency: Daily
Packing Preferences: Some items, but we will work with the supplier
Preferred Delivery: Mornings, weekly

Products Purchased

Organic: Everything when available
Other: Greens, herbs, mushrooms, root vegetables, squash

Fremont Pizza, Inc.

Description: 35 seat full service restaurant; average \$15 per person; offers takeout and beer and wine; serve pizza, pasta salads, homemade desserts

Contact: Erin Kohlenberg
Address: 4307 Fremont Ave N
Seattle, WA 98103

Telephone: (206) 548-9411
Email: casper@wolfenet.com
Preferred Contact: Send letter

Buying Practices

Buys Direct Now?: No
Buys Local?: Yes
Promotes Local?: No
Buys Organic?: No
Promotes Organic?: No
Requirements
for Buying Direct: If it is convenient — i.e. they deliver and can order over phone.

Displays Marketing
Materials?: No

Preferred Payment: C.O.D.
Ordering Frequency: Daily
Packing Preferences: No
Preferred Delivery: Next day — truck

Products Purchased

Organic: Herbs
Value-Added: Cleaned spinach
Other: Herbs, mushrooms
Products Desired: Quality, seasonal tomatoes

Globe Café

Description: Café and bakery, vegan, 48 seats

Contact: Robin Schultz

Address: 1531 14th Ave
Seattle, WA 98122

Telephone: (206) 324-8815

Preferred Contact: Visit in person, telephone

Contact Hours: Every morning except Monday

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: Yes

Promotes Organic?: Yes

Displays Marketing

Materials?: Yes

Preferred Payment: Cash

Ordering Frequency: Daily, weekly

Packing Preferences: No

Preferred Delivery: Any

Products Purchased

Organic: Carrots, greens, flour, beans

Other: Greens

Grandy's Country Cobbler/G & R Warter's Inc.

Description: Family dining restaurant open 6 a.m.-10 p.m., Breakfast, lunch, dinner served anytime. 8,000 sq ft. Most customers are 50 and older — 55%; next would be 40-50 years old - about 30%; the rest are college kids across the street. Price range from: Breakfast- 3.50 - 5.50; Lunch -4.50-6.50; Dinner 5.95-11.95. We seat 160 people; lounge seats 45 people.

Contact: Gary Warter

Address: 1602 S Mildred
Tacoma, WA 98465

Telephone: (253) 460-2997

Fax: (253) 537-0580

Preferred Contact: Visit in person, telephone, send letter

Contact Hours: 7 am to 11 am daily

Buying Practices

Buys Direct Now?: No

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: No

Promotes Organic?: No

Requirements

for Buying Direct: Deliveries and price, quality of produce.

Displays Marketing

Materials?: Yes

Preferred Payment: Payment on delivery

Ordering Frequency: Weekly and biweekly

Packing Preferences: Packed with care; meats sliced/flash frozen

Preferred Delivery: Before 11 a.m.

Products Purchased

Value-Added: Pre-cooked and diced potatoes and hashbrowns, shredded cabbage

Other: Cabbage family, dairy, eggs, fruits, nuts, berries, greens, honey, legumes, meat, mushrooms, nightshades, onion family, root vegetables

Comments: Need ripe produce

Gravity Bar

Description: Gravity Bar is a place for growth, health and life; a new realm of transformation for humanity. The vision of Gravity Bar is to inspire people to take responsibility for personal health and for the earth. Our vision includes nurturing personal expression and creativity, serving food that is low on the food chain and high in vitality, being a place in the community where people can gather to learn about alternative choices for life in the next millennium. (from web page).

Contact: Laurien Gilman, President
Address: 126 20th Ave
Seattle, WA 98122

Telephone: (206) 568-1012

Fax: (206) 568-1016

Email: la@gravitybar.com

Web: <http://gravitybar.com>

Preferred Contact: Visit in person, telephone, send letter

Contact Hours: Call 9-5 weekdays

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: I would prefer it if it was affordable and easy to order.

Displays Marketing

Materials?: No

Preferred Payment: 30 days out

Ordering Frequency: Daily, weekly

Packing Preferences: No

Preferred Delivery: Weekly/some things, daily or

Products Purchased

Organic: Apples, carrots, beets, greens

Other: Cabbage family, eggs, flowers, fruits, nuts, berries, grains, greens, herbs, honey, mushrooms, root vegetables, squash

Jitterbug Café

Description: Restaurant, 55 seats, \$9 - \$16.50 dinner; \$4.50-8.50 lunch; neighborhood restaurant.

Contact: Emily Mabus

Address: 2114 N 45th St
Seattle, WA 98103

Telephone: (206) 547-6313

Fax: (206) 548-1069

Preferred Contact: Send letter

Contact Hours: T-Th 8-2

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: All local food that we buy is from the farmer.

Displays Marketing

Materials?: Yes

Preferred Payment: Mornings before 8am

Ordering Frequency: C.O.D.

Products Purchased

Organic: I only buy organic items

Other: Flowers, fruits, nuts, berries, grains, greens, herbs, honey, mushrooms, root vegetables, squash

Products Desired: Epazote, special herbs

Comments: We would promote local farmers by writing it on our blackboard

Julia's In Wallingford

Description: Restaurant with 90 seats;
Breakfast: \$4-6; Lunch: \$4-8;
Dinner: \$7-\$15.

Contact: Karsten Betd

Address: 1714 N. 44th St.
Seattle, WA 98103

Telephone: (206) 633-1175
Preferred Contact: Send letter
Contact Hours: Not on weekends

Buying Practices

Buys Direct Now?: No
Buys Local?: Yes
Promotes Local?: No
Buys Organic?: Yes
Promotes Organic?: Yes
Requirements
for Buying Direct: Delivery to Seattle
Displays Marketing
Materials?: Yes
Preferred Payment: We pay all vendors weekly.
Ordering Frequency: Daily
Packing Preferences:
Preferred Delivery: Mornings

Products Purchased

Organic: Teas, everything when available
Other: Cabbage family, greens,
mushrooms, nightshades, onion
family, root vegetables, squash

Lake Washington Technical College

Description: Full service restaurant used as a
class room. Open for lunch
daily 11:15 m/Fri; open to
the public, faculty, students,
staff; \$3.95-6.95; we seat 84
people; do catering also, on
campus as well as off sight.

Contact: Donald Johnson

Address: 11605 132 Ave. NE
Kirkland, WA 980348506

Telephone: (425) 739-8310

Fax: (425) 739-8298

Email: donj@ctc.edu

Buying Practices

Buys Local?: Yes
Promotes Local?: Yes
Buys Organic?: No
Promotes Organic?: No
Displays Marketing
Materials?: Yes
Preferred Payment: Buy through food broker
Ordering Frequency: 2 times a week
Preferred Delivery: Early morning; not during meal
times

Products Purchased

Other: Cabbage family, dairy, eggs,
fruits, nuts, berries, grains,
greens, herbs, honey, legumes,
meat, mushrooms, nightshades,
onion family, poultry, root
vegetables, seafood, squash

Comments: We are a culinary cooking
school; Farmers may contact
for education or demonstrations.

Lampreia

Description: Northern Italian, full service, seats 48.

Contact: Scott Carsberg
Address: 2400 - 1st Ave.
Seattle, WA 98121

Telephone: (206) 443-3301
Preferred Contact: Telephone
Contact Hours: after 9 am; after 4-6

Buying Practices

Buys Direct Now?: Yes
Buys Local?: Yes
Promotes Local?: Yes
Buys Organic?: Yes
Promotes Organic?: Yes
Requirements
for Buying Direct: Availability, price, quality, will pay for quality.
Displays Marketing
Materials?: No
Preferred Payment: 2 weeks or COD, little flexible
Ordering Frequency: 3 times a week
Packing Preferences: A grade
Preferred Delivery: Mornings

Products Purchased

Organic: Herbs, certified organic products, everything when available
Other: Dairy, eggs, meat, poultry
Products Desired: Butter, cream, dairy

Lead Gallery & Wine Bar

Description: Wine bar with mostly Mediterranean style cuisine.

Contact: Victoria Blumenstein
Address: 1022 First Ave
Seattle, WA 98104

Telephone: (206) 623-6240
Fax: (206) 623-0547
Preferred Contact: Telephone
Contact Hours: Tuesdays before 11:30am

Buying Practices

Buys Direct Now?: Yes
Buys Local?: Yes
Promotes Local?: Yes
Buys Organic?: Yes
Promotes Organic?: Yes
Requirements
for Buying Direct: Delivery
Displays Marketing
Materials?: No
Preferred Payment: COD
Ordering Frequency: 3 times per week
Packing Preferences: No
Preferred Delivery: Mornings

Products Purchased

Organic: Carrots, greens, spinach, everything when available
Other: Cabbage family, dairy, eggs, fruits, nuts, berries, greens, herbs, legumes, meat, mushrooms, nightshades, poultry, root vegetables, squash
Products Desired: Organic organ meats

Macrina

Description: Lunch and brunch café.

Contact: Leslie Mackie

Address: 2408 First Ave.

Seattle, WA 98121

Telephone: (206) 448-4032

Fax: (206) 448-4089

Preferred Contact: Visit in person

Contact Hours: 8-10 am and 2-4 pm

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: Farmers need to come to them.

Displays Marketing

Materials?: No

Preferred Payment: 30 days

Ordering Frequency: Daily

Preferred Delivery: Mornings 8-10 a.m.

Products Purchased

Organic: Greens, everything when available

Value-Added: Salad mix

Other: Cabbage family, fruits, nuts, berries, greens, herbs, honey, legumes, mushrooms, night shades, onion family, root vegetables, seafood, squash

Mae's Phinney Ridge Cafe

Description: Full service restaurant serving breakfast all day. Seating capacity—99. Serve 1,000 breakfasts every weekend and about 600 more during the week. Open 7-3. Diverse clientele enjoys lots of food on the plate at a moderate price. We love cows! — Visit the Moo Room — Graze at Mae's!

Contact: Jeanne Barwick

Address: 6412 Phinney Ave. N.

Seattle, WA 98103

Telephone: (206) 782-1222

Fax: (206) 706-1023

Preferred Contact: Send letter

Contact Hours: Tues, Thurs, Fri Mornings

Requirements

for Buying Direct: Is this an option? It would need to be systematic, convenient and dependable.

Displays Marketing

Materials?: Yes

Preferred Payment: C.O.D.

Ordering Frequency: Weekly

Preferred Delivery: M-F 7a.m.-3 p.m.

Products Purchased

Value-Added: Garlic-peeled, washed spinach, hashbrown potatoes, pasteurized eggs

Comments: "I have no idea where the stuff comes from."

Meyer's Café

Description: Small café/deli seats 30; serve breakfast, lunch (soups, salads, quiches) dinner same menu.

Contact: Pat Cobb

Address: 1700 W Marine View Dr #C
Everett, WA 98201

Telephone: (425) 259-3875

Email: pocobb@aol

Preferred Contact: Telephone

Contact Hours: 8-5

Buying Practices

Buys Direct Now?: No

Buys Local?: No

Promotes Local?: No

Buys Organic?: No

Promotes Organic?: No

Requirements

for Buying Direct: Price and freshness

Displays Marketing

Materials?: Yes

Preferred Payment: Cash on delivery

Ordering Frequency: Daily, weekly

Products Purchased

Value-Added: Romaine hearts

Other: Dairy, eggs, greens, herbs,
mushrooms, nightshades, onion
family

Palace Kitchen

Description: As much an up-scale bar as it is restaurant, also serves as the commissary for Dahlia Lounge and Etta's Seafood. Rustic preparations of lamb, duck, roasted chicken or game hen appear as nightly rotisserie specials from the applewood fired grill. In addition, a lengthy list of appetizers and delicious desserts make the Palace Kitchen a great stop before or after the theater. A central, U-shaped bar provides a great view of the nighttime scene and a private dining room is available to seat 8-16 people. Hours: Serving our full menu from 5 pm - 1am, seven nights a week with cocktails until 2am. Prices range from about \$6 to \$23.

Contact: Matthew Costello

Address: 2030 5th Avenue
Seattle, WA 98121

Telephone: (206) 448-2001

Fax: (206) 448-1979

Web: <http://www.tomdouglas.com>

Preferred Contact: Visit in person, telephone, send letter

Contact Hours: Week days, 3 to midnight

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: Convenience, distribution.
Direct contact with farmer.
Ability to custom grow.
Delivery; it helps if they call us.

Displays Marketing

Materials?: No

Preferred Payment: Twice a week/invoice; flexible

Ordering Frequency: Daily

Packing Preferences: Everything should be as fresh as possible.

Preferred Delivery: Morning — 1-2 times week

Palace Kitchen (continued)

Products Purchased

- Organic: Vegetables, fruit, everything when available
- Other: Cabbage family, dairy, eggs, flowers, fruits, nuts, berries, greens, herbs, honey, legumes, mushrooms, onion family, root vegetables, seafood, squash, grains, nightshades, poultry
- Products Desired: Fava beans, fresh shell beans (cranberry, scarlet runner, etc.)
- Comments: I have contacted may local farmers who are not able to distribute to Seattle. I am also interested more in knowing actually what farm grows a particular product as opposed to the coop scenario. I feel it is easier to control quality with direct farm connection. If one person has something specifically great call us.

Palisade

Description: Full service restaurant with 9 + million a year in sales

Contact: John Howie

Address: 2601 W. Marina Plaza
Seattle, WA 98199

Telephone: (206) 285-1000

Fax: (206) 285-7087

Preferred Contact: send letter

Buying Practices

Buys Direct Now?: No

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: No

Promotes Organic?: No

Requirements

for Buying Direct: Daily deliveries, guaranteed quality and quantities

Displays Marketing

Materials?: Yes

Preferred Payment: 30 days

Ordering Frequency: Daily

Packing Preferences: No

Preferred Delivery: Daily-mornings

Products Purchased

Value-Added: Peeled onions, ginger, cut lettuces

Other: Dairy, eggs, flower, fruits, nuts, berries, greens, herbs, meat, mushrooms, root vegetables, seafood, squash

Pandasia

Description: Restaurant — 100 seats;
Pan-Asian Cuisine; catering
(30% dine-in; 70%
takeout/delivery)

Contact: Steve Holmquist

Address: 1625 W Dravus St
Seattle, WA 98119

Telephone: (206) 283-9030

Fax: (206) 283-2126

Email: pandasia@wolfenet.com

Preferred Contact: Telephone

Contact Hours: 10-5; avoid lunch time

Buying Practices

Buys Direct Now?: No

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: No

Promotes Organic?: No

Requirements

for Buying Direct: I do not believe it is legal to
buy direct if you are a
restaurant.

Displays Marketing

Materials?: Yes

Preferred Payment: Doesn't matter

Ordering Frequency: Daily

Preferred Delivery: 2-5 p.m.; 10-11 a.m.

Products Purchased

Value-Added: Romaine lettuce

Other: Dairy, eggs, flowers, greens,
herbs, nightshades, onion family

Piatti Ristorante

Description: Full service restaurant and
catering company. We do
approximately 500-800 patrons
a day.

Contact: Paul Marks

Address: 2800 NE University Village
Seattle, WA 98105

Telephone: (206) 524-2874

Fax: (206) 524-3116

Preferred Contact: Telephone, send letter

Contact Hours: 2-5 pm Mon-Fri

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: If they could deliver.

Displays Marketing

Materials?: No

Preferred Payment: 30 days out

Ordering Frequency: Daily

Packing Preferences: No

Preferred Delivery: Mornings

Products Purchased

Organic: Herbs, lettuce, spinach

Other: Greens, herbs, mushrooms

Pike Street Café

Description: Hotel café (family restaurant), \$7.50 to 21.95, 145 seats, approximately 400-1000 covers daily

Contact: Michael Rogozinski

Address: 1400 6th Ave
Seattle, WA 98101

Telephone: (206) 389-5734

Fax: (206) 621-8441

Email: michael-rogozinski@ittsheraton.com

Preferred Contact: Visit in person, telephone, email, send letter

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: Better communication and delivery schedule with competitive prices with wholesalers.

Displays Marketing

Materials?: Yes

Preferred Payment: Bimonthly or weekly

Ordering Frequency: Daily, weekly

Packing Preferences: Grade A or selection of premium quality

Preferred Delivery: Morning deliveries, m-sat

Products Purchased

Organic: Mushrooms, tomatoes

Value-Added: Peeled vegetables

Other: Cabbage family, dairy, eggs, flowers, fruits, nuts, berries, greens, herbs, honey, legumes, meat, mushrooms, nightshades, onion family, poultry, root vegetables, seafood, squash, gourds, xmas trees

Comments: Main problems are regular availability of product once it is in season. Length of season and amounts available.

Queen City Grill

Description: Small established downtown restaurant; 80 seats; upper-scale menu; \$16-\$26 for dinner entrees. We grill seafood, steaks.

Contact: Michael Murphy, Chef

Address: 2201 First Ave.
Seattle, WA 98121

Telephone: (206) 443-0975

Fax: (206) 441-9513

Preferred Contact: Visit in person, telephone

Contact Hours: Morning or afternoons

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: Yes

Promotes Organic?: No

Requirements

for Buying Direct: Better service and more consistency of product.

Displays Marketing

Materials?: Yes

Preferred Payment: On delivery

Ordering Frequency: Daily

Packing Preferences: No

Preferred Delivery: Afternoon

Products Purchased

Organic: Peppers

Value-Added: Organic mixed greens

Other: Cabbage family, dairy, eggs, flowers, fruits, nuts, berries, greens, herbs, honey, meat, mushrooms, nightshades, onion family, poultry, seafood, squash

Products Desired: Heirloom tomatoes

Rainbow Cafe

Description: Full service restaurant

Contact: Audrey Pitre

Address: 112 E Main St
Auburn, WA 98002

Telephone: (253) 833-1880

Preferred Contact: Visit in person

Contact Hours: 9-3 M-F

Buying Practices

Buys Direct Now?: Yes

Promotes Local?: No

Buys Organic?: No

Promotes Organic?: No

Requirements

for Buying Direct: We buy all produce from wholesalers. Local farmers produce is included in this, but I have no idea how much.

Displays Marketing

Materials?: No

Preferred Payment: Semi-monthly

Ordering Frequency: Weekly

Preferred Delivery: 2 times a week

Products Purchased

Value-Added: Salad mix, diced potatoes, shredded lettuce

Other: Fruits, nuts, berries

Reiner's

Description: 1st class restaurant; 65 seats;
average price dinner \$15-\$26.50

Contact: Hanspeter Aebersold

Address: 1106 8th Ave.
Seattle, WA 98101

Telephone: (206) 624-2222

Fax: (206) 624-2519

Preferred Contact: Visit in person, telephone

Contact Hours: T-Sat 1-5pm

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: No

Displays Marketing

Materials?: Yes

Preferred Payment: On delivery

Ordering Frequency: Daily

Packing Preferences: No

Products Purchased

Value-Added: Salad mix

Other: Cabbage family, dairy, eggs, frutis, nuts, berries, greens, herbs, meat, mushrooms, nightshades, onion family, poultry, root vegetables, seafood, squash

Products Desired: Baby spinach

Relais

Description: Fine French restaurant: (1) Formal dining room, 20-30 people, \$60-\$80 per person. (2) Casual bistro, 30-50 people \$10 - \$20 entrées.

Contact: Bryan Tretheway
Address: 17121 Bothell Way
Bothell, WA 98011

Telephone: (206) 485-7600

Fax: (206) 806-8296

Web: <http://relaisrestaurant.com>

Preferred Contact: Visit in person, telephone, send letter

Contact Hours: T, W, Th -10 am-6 pm
F, Sat, Sun after 2pm

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: No

Requirements

for Buying Direct: If they came to my restaurant or contacted me, I would be very interested.

Displays Marketing

Materials?: No

Preferred Payment: Negotiable

Ordering Frequency: Daily

Packing Preferences: No

Preferred Delivery: Early afternoons

Products Purchased

Organic: Squash blossoms, greens

Value-Added: Salad mix

Other: Dairy, eggs, flower, fruits, nuts, berries, herbs, honey, night shades, poultry

Products Desired: Baby vegetables, exotic vegetables

Comments: Want only the freshest and best

Remlinger Farms

Description: Sells produce and specialty items. Carries "off-season" items throughout the year.

Contact: Gary Remlinger
Address: 32610 NE 32nd Street
PO Box 177
Carnation, WA 98014

Telephone: (425) 333-4135

Fax: (425) 333-4373

Preferred Contact: Telephone

Contact Hours: Winter 9am - 6pm;
Summer 8am-8pm; am is best

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: Buys direct depending on price and quality.

Displays Marketing

Materials?: Yes

Preferred Payment: Pays weekly.

Preferred Delivery: Negotiable, will pick up in

Products Purchased

Value-Added: Yes

Robertino's

Description: Small espresso shop in neighborhood area of North Seattle, moderate pricing, seating for 25-30 people

Contact: Esther Tucci

Address: 2410 NW 80th St
Seattle, WA 98117

Telephone: (206) 789-2924

Fax: (206) 622-8875

Preferred Contact: Visit in person, telephone, send letter

Contact Hours: Evening, morning

Buying Practices

Buys Direct Now?: No

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: No

Promotes Organic?: No

Requirements

for Buying Direct: Delivery

Displays Marketing

Materials?: Yes

Preferred Payment: 30 days

Ordering Frequency: Weekly

Preferred Delivery: Weekly

Products Purchased

Other: Dairy, fruits, nuts, berries

Rover's

Description: Northwest contemporary cuisine with a French accent. Offers a five course vegetarian meal.

Contact: Thierry Rautureau

Address: 2808 E. Madison
Seattle, WA 98112

Telephone: (206) 325-7442

Fax: (206) 325-1092

Web: <http://www.rovers-seattle.com/home.html>

Preferred Contact: Send letter, telephone

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: For a small restaurant with a chef/owner, it can really benefit both grower and buyer to establish and maintain an open and communicative relationship. For example, we discuss items needed and the grower will plant those vegetables for the following season. It's mutually beneficial.

Displays Marketing

Materials?: No

Products Purchased

Value-Added: Local salad mix

Comments: Advice to organic growers, "Don't get discouraged or let anyone talk you out of growing organic produce. Keep on doing your job!" Dealing with the same grower over time has its advantages. However, if it's diversified growing, it can be done with a few growers. Nowadays we need more options and diversification is important. Keep on growing!

Schumsky's Restaurant and Catering

Description: Restaurant and caterer.

Contact: Lance Prottas

Address: 423 Airport Way
Renton, WA 98055

Telephone: (425) 228-7281

Fax: (425) 235-6681

Preferred Contact: Telephone

Contact Hours: M - F 8 -10 am or 2-3pm

Buying Practices

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: No

Promotes Organic?: No

Requirements

for Buying Direct: Never been approached by local growers. Is open to contact. Need delivery same as wholesalers. Would expect to save money by dealing directly with a grower.

Displays Marketing

Materials?: No

Preferred Payment: Flexible

Products Purchased

Value-Added: Trimmed iceberg, cut broccoli and cauliflower

Comments: Doesn't use organically grown produce. It's not their focus and it's higher priced.

Scuttlebutt Brewing Company

Description: We are a micro-brewery producing handcrafted ales with a pub on premise serving lunch and dinner.

Contact: Pat Doud

Address: 1524 W Marine View Dr
Everett, WA 98201

Telephone: (425) 257-9316

Fax: (425) 257-0128

Email: scutbrew@aol.com

Preferred Contact: Visit in person, telephone, email, send letter

Contact Hours: M-S 9am-11am; 2-4 pm

Buying Practices

Buys Direct Now?: No

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: No

Promotes Organic?: No

Requirements

for Buying Direct: Certified by the Health Dept.; Prices and/or delivery comparable to present supplies.

Displays Marketing

Materials?: Yes

Preferred Payment: Check on account, every 2 weeks

Ordering Frequency: Weekly, biweekly

Packing Preferences: Health Department approval

Preferred Delivery: Daily for fresh produce; every 3

Products Purchased

Value-Added: Sliced pickles

Other: Flower, honey, meat, mushrooms, onion family, squash, xmas trees

Products Desired: Mushrooms

Secret Chef

Description: Wholesale catering, business catering, high end private catering, wholesale items, \$2.25 average sandwiches, \$4.75 average dinners on plates

Contact: Linda Campbell

Address: 6552 15th NE
Seattle, WA 98115

Telephone: (206) 524-4549

Fax: (206) 524-0658

Preferred Contact: send letter

Contact Hours: 9 am to 3 pm

Buying Practices

Buys Direct Now?: No

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: If they delivered

Displays Marketing

Materials?: No

Preferred Payment: Cash or 30 days

Ordering Frequency: Daily

Packing Preferences: No

Preferred Delivery: 9-12 am

Products Purchased

Organic: Greens

Value-Added: Mixed greens

Other: Greens, legumes, meat,
mushrooms, onion family,
poultry, root vegetables, squash

Sofia's Italian Bakery & Deli

Description: Retail bakery and deli, seats 150, caterings

Contact: Ron Galliano

Address: 16435 Military Rd S
Seatac, WA 98188

Telephone: (206) 243-7806

Preferred Contact: Visit in person, telephone

Contact Hours: 6:30 am to 8:00 pm

Buying Practices

Buys Direct Now?: No

Promotes Local?: No

Buys Organic?: No

Promotes Organic?: No

Requirements

for Buying Direct: Price comparison, quality and delivery.

Displays Marketing

Materials?: Yes

Preferred Payment: Check (weekly)

Ordering Frequency: Biweekly

Packing Preferences: No

Preferred Delivery: Twice weekly

Stars Bar and Dining

Description: Upscale fine dining.

Contact: Tony D'Onofrio

Address: 600 Pine St., Suite 403
Seattle, WA 98105

Telephone: (206) 264-1112

Fax: (206) 264-1113

Preferred Contact: Telephone

Contact Hours: 8:30am to 4:00pm

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: Yes

Promotes Organic?: No

Requirements

for Buying Direct: Would like to buy directly from farmers but does not know local sources. Restaurant is new to Seattle.

Displays Marketing

Materials?: No

Preferred Payment: 30 days

Ordering Frequency: Daily

Packing Preferences: No

Preferred Delivery: Mornings

Products Purchased

Products Desired: Lettuce, high quality

Comments: Would love to buy local right now, but doesn't know of any farmers because they are new to the area.

The 919

Description: 60 Seats dining. Local winter guests. 40 seat lounge. Tourists. \$10.00 and under.

Contact: Michael Cuzzetto

Address: 355 Island Blvd
Fox Island, WA 98333

Telephone: (253) 549-2034

Fax: (253) 549-2035

Preferred Contact: Send letter

Contact Hours: Anytime

Buying Practices

Buys Direct Now?: No

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: No

Promotes Organic?: No

Requirements

for Buying Direct: If they'd call.

Displays Marketing

Materials?: No

Preferred Payment: COD

Ordering Frequency: Weekly

Preferred Delivery: AM 3 times a week

Products Purchased

Other: Cabbage family, dairy, eggs, greens, meat, mushrooms, onion family, squash

The Pink Door Ristorante

Description: Italian restaurant, 250 seats (summer); 175 seats (winter); average check: \$28 for dinner

Contact: Jackie Roberts

Address: 1919 Post Alley
Seattle, WA 98101

Telephone: (206) 443-3241

Fax: (206) 443-3341

Preferred Contact: Telephone

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements
for Buying Direct: Delivery

Displays Marketing
Materials?: No

Preferred Payment: C.O.D.

Ordering Frequency: Daily

Preferred Delivery: Before 9:30 a.m.

Products Purchased

Value-Added: Salad mix

Other: Cabbage family, flower, fruits, nuts, berries, greens, herbs, honey, legumes, mushrooms, nightshades, root vegetables, seafood, squash

Products Desired: Golden beets

The Rhododendron Restaurant

Description: Traditional breakfasts, fresh salads, soups and sandwiches for lunch, varied dinner menu.

Contact: Faith Johnson

Address: 1006 Spring St
Seattle, WA 98104

Telephone: (206) 223-7654

Fax: (206) 223-7545

Preferred Contact: Telephone

Buying Practices

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: No

Promotes Organic?: No

Displays Marketing
Materials?: No

Preferred Payment: Monthly

Products Purchased

Other: Fruits, nuts, berries, greens, mushrooms, onion family, root vegetables

Comments: Has never purchased organically grown produce due to higher prices. "I am very pleased with the quality of local produce and want to support local farmers."

TS McHugh's Restaurant

Description: 200 seats, Irish/American restaurant—full service, \$7-\$15 price range for dinner

Contact: Don Tremblay

Address: 21 Mercer St
Seattle, WA 98109

Telephone: (206) 282-1910

Fax: (206) 282-4782

Preferred Contact: Send letter

Contact Hours: Afternoons, Tues-Sat

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: No

Requirements

for Buying Direct: If they can deliver.

Displays Marketing

Materials?: Yes

Preferred Payment: Net 7

Ordering Frequency: Daily

Preferred Delivery: Morning deliveries

Products Purchased

Other: Cabbage family, dairy, eggs, fruits, nuts, berries, greens, meat, onion family, poultry, root vegetables, seafood, squash

Tulio Ristorante

Description: Italian restaurant — "Seattle's Best"; high end, medium size, 3 million annual revenue, breakfast, lunch and dinner 7 days a week; average check \$28; 140 seats

Contact: Jay Payne

Address: 1100 Fifth Ave
Seattle, WA 98101

Telephone: (206) 624-5500

Fax: (206) 623-0568

Email: ameliatheB@msu.com

Preferred Contact: Telephone, send letter

Contact Hours: 10-11am and 2-4:30pm

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: Agreeable delivery schedules and service; our regular produce vendor often comes once or twice a day; it's hard to compete with that. We wish big bags of carrots, potatoes, and onions were more competitive in price (organic) (also Romaine).

Displays Marketing

Materials?: No

Preferred Payment: Net 30 days

Ordering Frequency: Daily

Packing Preferences: No

Preferred Delivery: Daily, 2 times a week or weekly

Products Purchased

Organic: Herbs, everything when

Value-Added: Salad mix — Lombrici

Other: Dairy, fruits, nuts, berries, greens, herbs, legumes, meat, mushrooms, nightshades, onion family, root vegetables, seafood, cabbage family

Products Desired: Farm direct tomatoes

Comments: Usually \$150 - 200 deliveries a week.

Twedes Café/Kyote Corp.

Description: Single restaurant seats close to 75; \$5 average menu price for lunch; \$8.95 for dinner and \$6 for breakfast. Full service.

Contact: William Twede

Address: 12417 398th Ave SE
North Bend, WA 98045

Telephone: (425) 831-5571

Fax: (425) 888-4645

Email: twedes@snovalley.com

Preferred Contact: Telephone

Contact Hours: 10-7 weekdays

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: No

Promotes Organic?: No

Requirements

for Buying Direct: Know them personally

Displays Marketing

Materials?: No

Preferred Payment: C.O.D.

Ordering Frequency: Weekly

Packing Preferences: Grading requirements— Yes
fresh/best/tastiest

Preferred Delivery: Trucked to me

Products Purchased

Other: Flower, fruits, nuts, berries,
herbs, nightshades, onion
family, root vegetables

Retailers

Admiral Thriftway

Description: Upscale grocery store. Top volume produce department of the Thriftway group. Highest variety counts in the state. Willing to work with farmers.

Contact: Dino Medica
Address: 2320 42nd SW
Seattle, WA 98116

Telephone: (206) 933-9410
Preferred Contact: Telephone, leave a message
Contact Hours: 8am to 5pm 7 days a week.

Buying Practices

Buys Direct Now?: Yes
Buys Local?: Yes
Promotes Local?: Yes
Buys Organic?: Yes
Promotes Organic?: Yes
Requirements
for Buying Direct: Farmers must be willing to work with grocers and the volumes they manage. High quality standards. Product liability insurance.

Displays Marketing
Materials?: Yes

Preferred Payment: Flexible; no CODS
Ordering Frequency: Daily
Packing Preferences: Yes
Preferred Delivery: Before 1pm.

Products Purchased

Organic: Mushrooms, peaches, potatoes, squash, tomatoes

Other: Flower, fruits, nuts, berries, legumes, mushrooms, night shades, onion family, root vegetables, squash

Products Desired: Organically grown produce in winter

Ballinger Thriftway

Description: Grocery store, upscale

Contact: Jeanne Shink
Address: 20036 Ballinger Way NE
Seattle, WA 98125

Telephone: (206) 368-7221
Preferred Contact: Send letter

Buying Practices

Buys Direct Now?: Yes
Buys Local?: Yes
Promotes Local?: Yes
Buys Organic?: Yes
Promotes Organic?: Yes

Displays Marketing
Materials?: Yes

Preferred Payment: Check or credit
Ordering Frequency: Daily
Packing Preferences: Yes — we only sell top quality produce

Preferred Delivery: Morning delivery on a specified

Products Purchased

Organic: All
Value-Added: Baby peeled carrots, several brands of salad mix, fruit platters, vegetable platters, fruit cups, stir fry mix
Other: Cabbage family, greens, herbs, legumes, nightshades, onion family, root vegetables, squash

Bert's Red Apple

Description: Small market with limited display space. Clientele likes to buy Washington grown.

Contact: Terry Short
Address: 1801 41st Ave E
Seattle, WA 98112

Telephone: (206) 322-1330
Fax: (206) 322-5221
Preferred Contact: Visit in person; "stop by and share samples"
Contact Hours: 5 am - 2 pm

Buying Practices

Buys Direct Now?: Yes
Buys Local?: Yes
Promotes Local?: Yes
Buys Organic?: Yes
Promotes Organic?: Yes
Requirements
for Buying Direct: Key points for growers to keep in mind are quality, consistency and availability.

Displays Marketing
Materials?: Yes

Preferred Payment: COD
Ordering Frequency: Daily

Products Purchased

Organic: Various other produce
Other: Cabbage family, fruits, nuts, berries, greens, herbs, mushrooms, nightshades, onion family, root vegetables, squash
Products Desired: Varies seasonally
Comments: Has noticed an increase in demand for local produce and organic produce.

Central Coop Madison Market

Description: Neighborhood natural foods grocery co-op with 20 years of success. Known for high quality standards, wide selection of organic produce and diverse product mix. Emphasis on basic foods in bulk, organically grown and locally produced products, food for special diets, herbs and food supplements, natural health and beauty aids, environment-friendly products, freshness and value. Knowledgeable staff extends the co-op's commitment to consumer education, community involvement and socially responsible business.

Contact: Donna Wilson and Steve Snyder
Address: 1600 Madison Avenue
Seattle, WA 98122

Telephone: (206) 329-1545
Fax: (206) 329-9957
Email: central@seanet.com

Preferred Contact: Telephone, email
Contact Hours: 8 am to 10 pm daily

Buying Practices

Buys Local?: Yes
Promotes Local?: Yes
Buys Organic?: Yes
Promotes Organic?: Yes
Requirements
for Buying Direct: Farmers and other producers must be able to provide consistent quality and service.

Displays Marketing
Materials?: No

Preferred Payment: Cash, check, debit or credit.

Products Purchased

Organic: Certified organic products, various other produce

Food Markets NW

Description: Gourmet Supermarkets
(umbrella company for Queen
Anne Thriftway, Admiral
Thriftway).

Contact: Jacques Boiroux
Address: 2109 38th Ave East
Seattle, WA 98112

Telephone: (206) 322-0678
Fax: (206) 323-6943
Preferred Contact: Telephone, send letter
Contact Hours: All day

Buying Practices

Buys Direct Now?: Yes
Buys Local?: Yes
Promotes Local?: Yes
Buys Organic?: Yes
Promotes Organic?: Yes
Requirements
for Buying Direct: Better delivery
Displays Marketing
Materials?: Yes
Preferred Payment: 30 days
Ordering Frequency: Daily
Preferred Delivery: Every 2 days

Products Purchased

Organic: Berries, lettuce, sprouts, corn
Value-Added: Salad mix, sprouts
Other: Dairy, eggs, flower, fruits, nuts,
berries, greens, herbs, honey,
meat, mushrooms, nightshades,
poultry, root vegetables,
seafood, squash, compost,
gourds, plant starts, xmas trees
Products Desired: Heirloom tomatoes

Homegrocer.com

Description: Internet-based home grocery
delivery company.

Contact: Mike Burrington
Address: 1445 120th Ave NE
Bellevue, WA 98005

Telephone: (425) 943-2006
Fax: (425) 688-1451
Email: mburrington@homegrocer.com
Web: <http://homegrocer.com>

Preferred Contact: Telephone, email
Contact Hours: 7am - 7pm

Buying Practices

Buys Direct Now?: No
Buys Local?: Yes
Promotes Local?: Yes
Buys Organic?: Yes
Promotes Organic?: Yes
Requirements
for Buying Direct: Would like buy locally. Important for grower to have diverse crops but will work with grower on real specialty items like fresh local strawberries.

Displays Marketing
Materials?: Yes

Preferred Payment: Negotiable
Ordering Frequency: Daily
Preferred Delivery: 3-4 times/week

Products Purchased

Organic: Everything when available
Value-Added: Salad mix, peeled carrots,
Other: Cabbage family, dairy, eggs,
flowers, fruits, nuts, berries,
greens, herbs, honey, legumes,
meat, mushrooms, nightshades,
onion family, poultry, root
vegetables, seafood, squash
Products Desired: Cut flowers

Comments: We operate differently than most grocery stores. Quick turn around is important. This means frequent delivery for growers.

Larry's Markets

Description: Larry's Markets is an upscale grocery store chain in the Seattle and Bellevue marketplace. Larry's has a large focus on organically raised as well as unique produce items.

Contact: Lon Hatling

Address: 699 120th NE

Bellevue, WA 98005

Telephone: (425) 453-0600

Fax: (425) 453-0894

Email: Lon_Hatling@agsea.com

Preferred Contact: Telephone, email, send letter

Contact Hours: 8-5; T-Sat.

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: Better distribution. Offer a quality product and provide itemized receipts upon delivery.

Displays Marketing

Materials?: Yes

Preferred Payment: Contact for details.

Ordering Frequency: Contact for details.

Packing Preferences: Contact for details.

Preferred Delivery: Contact for details.

Products Purchased

Value-Added: Salad mix, braising bunches

Other: Cabbage family, dairy, flowers, greens, nightshades, onion family, root vegetables, seafood squash

Comments: Would like information from farmers on crops and how they are raised. Growers must show proof of organic certification. Larry's is also interested in working with growers who will raise specific items that can be harvested at their peak.

Puget Consumers Coop (PCC) Corporate Office

Description: Retail natural food store serving Puget Sound area with several (7) stores. Full service grocer.

Contact: Joe Hardiman

Address: 4201 Roosevelt Way NE
Seattle, WA 98105

Telephone: (206) 547-1222 x139

Preferred Contact: Telephone

Contact Hours: 24/7 on voice mail

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: If products fall into demanded category.

Displays Marketing

Materials?: Yes

Preferred Payment: Monthly

Ordering Frequency: Daily

Packing Preferences: Require industry grading packing standards

Preferred Delivery: Daily-biweekly

Products Purchased

Organic: All row crops, berries

Value-Added: Salad mix

Other: Greens, onion family, root vegetables, squash

Products Desired: Organically grown Washington asparagus

Queen Anne Thriftway

Description: Upscale three store company (Admiral Thriftway and Tacoma Thriftway). Try to sell only the best products. Heavy volume.

Contact: Rich Zegel

Address: 1908 Queen Anne Ave. North
Seattle, WA 98109

Telephone: (206) 284-2530; 378-3534

Preferred Contact: Telephone

Contact Hours: Anytime

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: Prefer delivery directly from farmers (or prefer farmers to arrange delivery). Quality is very important especially in terms of flavor. Quality is really the only reason to buy direct.

Displays Marketing

Materials?: Yes

Preferred Payment: Credit, 30 day net.

Ordering Frequency: Daily

Packing Preferences: Yes

Preferred Delivery: As often as possible.

Products Purchased

Organic: Nectarines, peaches, potatoes, squash, tomatoes

Value-Added: Salad mix, peeled carrots

Other: Flower, fruits, nuts, berries, herbs, mushrooms, nightshades, root vegetables, squash

Products Desired: High quality, sweet, flavorful, ripe fruit

Comments: Buys most local products during summer. Prepares own

merchandising information, but occasionally will display farmers merchandising materials if well written etc. Interested in farmers calling only if they really have something different and of high quality.

Really wants to support local farms and tries hard to so.

Rainbow Grocery

Description: Small retailer serving a varied clientele.

Contact: Tony Grasso

Address: 417 15th Ave E
Seattle, WA 98112

Telephone: (206) 329-8440

Preferred Contact: Telephone

Contact Hours: Mon - Fri, 8 am to 2 pm

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: They may be better dealing with smaller stores versus a large wholesaler. Suggestions for farmers be as professional as possible, follow through, if you don't know the answer to a question, say so, don't bluff.

Displays Marketing

Materials?: No

Products Purchased

Products Desired: Varies seasonally

Comments: Prefers Washington State certified organic products. If it's not certified organic, it is labeled "pesticide free." There has been some increase in the demand for organically grown produce. "The customer has noticed that the prices have lowered with more available volumes. They may soon expect little to no premium." Always interested in unusual products.

Schools

Bon Marche School Of Cooking

Description: Culinary events, special appearances, cooking school, classes are \$25 per person

Contact: Camille Rohani

Address: 3rd and Pine
Seattle, WA 98181

Telephone: (206) 506-5685

Fax: (206) 507-5770

Preferred Contact: Telephone

Contact Hours: 8:30am - 5:00pm

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: No

Promotes Organic?: No

Displays Marketing

Materials?: Yes

Comments: Would promote organic fruit juicing in their housewares department. Farmers can contact them directly if they are interested in demos.

Lake Washington Tech. College, Culinary Arts Program

Description: Culinary Arts Department; 50 students; restaurant seats 65

Contact: Alan Joynson

Address: 11605 132nd NE
Kirkland, WA 98072

Telephone: (425) 739-8349

Fax: (425) 739-8298

Email: alan.joynson@lwtc.cte.edu

Preferred Contact: Email

Buying Practices

Buys Direct Now?: No

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: No

Requirements

for Buying Direct: Under state purchase order system; would like one broker to handle all due to purchase order system.

Displays Marketing

Materials?: Yes

North Seattle Community College

Description: College cafeteria service - 200 lunch entrees, 100 dinner. We have a fine dining restaurant which serves 50-70 meals a day. Price for lunch \$2.50 - 4.00 range, fine dining \$4-8 range.

Contact: Brad Everett

Address: 13810 Juanita Woodinville Way NE
Kirkland, WA 98034

Telephone: (206) 669-7517

Email: fortnw@aol.com

Preferred Contact: Telephone, email, phone

Contact Hours: 8-10am

Buying Practices

Buys Direct Now?: No

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: Just need good quality produce, services and price.

Displays Marketing

Materials?: Yes

Preferred Payment: Net 30

Ordering Frequency: Daily

Preferred Delivery: Delivered to college between 8-10am

Products Purchased

Organic: Carrots, lettuce, garlic

Value-Added: Baby carrots; precut, washed salad mix with color

Other: Dairy, eggs, fruits, nuts, berries, herbs, meat, mushrooms, nightshades, onion family, poultry, root vegetables, seafood, squash, medicinal plants, plant starts

Comments: We use only local when it's at its peak

Seattle Central Com. College Culinary Arts

Description: Culinary Arts/specialty breads and desserts program; we have 3 eating establishments — fine dining, bistro style café and a buffet fast food table; we feature international cuisine; we also have a pastry case where we sell fresh bread and desserts daily.

Contact: Cindy Cohen

Address: 1701 Broadway
Mailstop 2BE2120
Seattle, WA 98122

Telephone: (206) 344-4332

Fax: (206) 344-4323

Email: ccohen@sccd.ctc.edu

Preferred Contact: Send letter

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: Yes

Promotes Organic?: No

Requirements

for Buying Direct: They would need to be able to take P.O. #s, wait for the state to pay (usually longer than normal turn-around time), be able to deliver and be competitive with wholesalers.

Preferred Payment: P.O. Numbers

Ordering Frequency: daily

Preferred Delivery: Between 8-4:30 M-F

Products Purchased

Other: Fruits, nuts, berries, cabbage family, greens, herbs, honey, legumes, nightshades, onion family root vegetables, squash

Comments: We do not have the opportunity to buy directly from local produce farmers. We buy local berries and other produce depending on what the wholesalers have. With regard to displaying merchandising information: "it is a bit tricky because we are a state facility, I believe there are some rules about advertising in our dining room."

Sweet Basil's School of Cooking

Description: Cooking school.

Contact: Jeanne Judd

Address: 5820 156th SW

Edmonds, WA 98026

Telephone: (425) 743-7438

Preferred Contact: Send letter

Buying Practices

Buys Direct Now?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Displays Marketing

Materials?: Yes

Preferred Payment: Cash

Ordering Frequency: Weekly

Packing Preferences: None

Preferred Delivery: Pick up

Products Purchased

Organic: Lettuce, various other produce

Value-Added: Salad mix

Other: Cabbage family, fruits, nuts,
berries, greens, herbs, honey,
legumes, nightshades, onion
family, root vegetables, squash

Wholesalers

Brezak Fruit and Berry

Description: Services grocery stores that specialize in locally grown produce.

Contact: Gary or John

Address: PO Box 24471
Seattle, WA 98124

Telephone: (206) 447-9151

Fax: (206) 447-0661

Preferred Contact: Telephone

Contact Hours: 6 am to 3 pm

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: No

Promotes Organic?: No

Requirements

for Buying Direct: Availability

Displays Marketing

Materials?: No

Preferred Payment: Account can be set up if grower has a credit rating.

Preferred Delivery: Negotiable

Products Purchased

Organic: All row crops, various other

Other: Fruits, nuts, berries

Comments: Never got into the organically grown market. Customers like to support local growers, and will purchase local products as long as its available.

Charlie's Produce

Description: Full service wholesaler with a varied clientele, including grocery stores and restaurants.

Contact: Diane Dempster

Address: PO Box 24606
Seattle, WA 98124

Telephone: (206) 625-1412

Fax: (206) 682-4331

Preferred Contact: Telephone. Suggests new growers plant a variety of crops

Contact Hours: 10:30 am - 2:00pm M-F

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: Best quality produce and price. Prefers to deal with well established farmers, but new growers are welcome to call. Organic farmers must be certified.

Displays Marketing

Materials?: Yes

Preferred Payment: Set up accounts, 2-4 weeks. Send a check within 21 days.

Ordering Frequency: Daily

Packing Preferences: Concerns regarding organically grown produce: adequate supply, post harvest handling, correct boxes, labels and certification.

Preferred Delivery: We pick up or the farmer delivers. 10am to 12am.

Products Purchased

Organic: Everything when available

Other: Cabbage family, eggs, fruits, nuts, berries, greens, herbs, mushrooms, nightshades, onion family, root vegetables, squash

Products Desired: Varies seasonally

Comments: Sales of organic produce are increasing 10% to 25% a year. "We are seeing more requests from new customers plus an increase from regular customers. Supply is also increasing."

Fruit Lady Produce Delivery & Gift Service

Description: Telephone sales and deliver of fruit and vegetables to child care centers ranging in size from single parent in-home situations to large schools and childhood education centers. Also, sells, ships, and delivers gift baskets and boxes to all types of businesses. Limited catering.

Contact: Vicki Rains

Address: 1847 NE Perkins Way
Seattle, WA 98155

Telephone: (206) 364-0457

Fax: (206) 365-1522

Preferred Contact: Telephone

Contact Hours: 8 am to 5 pm

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: Yes

Promotes Organic?: No

Requirements

for Buying Direct: "We need quality produce at reasonable costs"

Displays Marketing

Materials?: No

Preferred Payment: Depends on quantity of purchase and needs of buyer

Products Purchased

Other: Fruits, nuts, berries, root vegetables, nightshades, squash

Comments: Purchases limited quantities of organically grown produce. Concerns regarding organic items include higher price, appearance, and quantities available.

Full Circle Organics

Description: Services restaurants and grocery stores with high quality local organic produce.

Contact: Andrew Stout

Address: PO Box 1178
North Bend, WA 98045

Telephone: (425) 831-2151

Fax: (425) 831-2416

Email: fcorganics@earthlink.net

Preferred Contact: Telephone

Contact Hours: 8 am to 5 pm

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: High quality produce at competitive prices. Organic growers need to be certified.

Displays Marketing

Materials?: Yes

Preferred Payment: Set up accounts, 2 to 4 weeks

Ordering Frequency: Daily

Packing Preferences: Standardized packing, correct boxes with labels and certification

Preferred Delivery: Am to early pm; will pick-up

Products Purchased

Organic: We only purchase organic items

Value-Added: Salad mix, braising mix, hearts

Comments: Consistency is very important. Maintain high quality standards, adequate quantities, and reliable service.

SK Produce Company

Description: Wholesale business buying directly from local farmers.

Contact: Jim Kozu

Address: PO Box 84705

270 S Hanford Suite C

Seattle, WA 98134

Telephone: (206) 624-2608

Fax: (206) 624-9470

Email: corrk@accessone.com

Preferred Contact: Telephone, email

Contact Hours: 6am - 3pm

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: No

Buys Organic?: No

Promotes Organic?: No

Displays Marketing

Materials?: No

Preferred Payment: Weekly

Products Purchased

Products Desired: Varies seasonally

SnoValley Fresh Fruit and Produce

Description: Serves restaurants and hotels.

Contact: Shawn Yazadni

Address: 3412 2nd Ave S

Seattle, WA 98134

Telephone: (206) 625-9434

Fax: (206) 625-9499

Web: <http://www.snovalley.com>

Preferred Contact: Telephone

Contact Hours: 4am - 3pm M-Sat

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: Yes

Requirements

for Buying Direct: Will deal directly; quality is biggest concern.

Displays Marketing

Materials?: No

Preferred Payment: 1 week

Products Purchased

Organic: Herbs, lettuce

Comments: Buys some organically grown produce; mainly herbs and lettuces. Daily sees an increase in organic sales.

Sound Produce

Description: Sells to a variety of businesses in the food service industry. Has long established relationships with local growers.

Contact: Stan Handaly
Address: PO Box 84565
85 S Atlantic
Seattle, WA 98124

Telephone: (206) 682-7530

Fax: (206) 682-4193

Preferred Contact: Telephone

Contact Hours: M - F; 8 am to 5 pm

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: Yes

Promotes Organic?: No

Requirements

for Buying Direct: Suggests growers be consistent in standard of quality and identify what buyers want.

Displays Marketing

Materials?: No

Preferred Payment: Flexible

Comments: Continues to see improved quality in local product.

Spud's Produce

Description: Serves restaurants, schools, cafeterias and prisons.

Contact: George M. Stilnovich

Address: 100 10th Ave N
Algona, WA 98001-6522

Telephone: (253) 931-1889

Preferred Contact: Telephone

Contact Hours: 10 am to noon.

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: No

Promotes Organic?: No

Displays Marketing

Materials?: No

Preferred Payment: 20-26 days.

Comments: Buys a full local line directly; whatever is available. When shipping to Alaska, uses California produce due to longer shelf life.

Supervalu

Description: Wholesaler of fruits and vegetables, full line; sell to grocery stores.

Contact: Ted Cooper

Address: 448 E 18th St.

Tacoma, WA 98421-1507

Telephone: (253) 404-4673

Fax: (253) 404-4941

Preferred Contact: Telephone

Contact Hours: 7:30 am - 3:00 pm

Buying Practices

Buys Direct Now?: Yes

Buys Local?: Yes

Promotes Local?: Yes

Buys Organic?: No

Promotes Organic?: No

Displays Marketing

Materials?: Yes

Preferred Payment: Sun through Friday 4:00 a.m. to 12:00 noon.

Ordering Frequency: Daily

Products Purchased

Other: Cabbage family, greens, herbs, mushrooms, nightshades, onion family, root vegetables, squash

Part III: Resources

Stay informed

Becoming and staying informed is a critical aspect of any marketing program. A wealth of information is available to growers. Take advantage of it! Keep yourself abreast of trends, prices, and production methods by attending conferences, talking to other growers, and reading. On the following pages you will find avenues to increase your knowledge on technical aspects of farming as well as professional organizations to assist in marketing your product.

General

Organizations

Appropriate Technology Transfer for Rural Areas (ATTRA), PO Box 3657, Fayetteville, AR 72702, (800)346-9140; Web: <http://www.attra.org>.

University of California Small Farm Center, One Shields Avenue, University of California, Davis, CA 95616-8699, (530)752-8136; Fax: (530)752-7716; email: sfcenter@ucdavis.edu.

Puget Sound Fresh <http://www.metrokc.gov/farms/>
Marketing campaign to support local farming.

WSU Cooperative Extension King County
700 Fifth Ave, Suite 3700, Seattle, WA 98104-5037; (206)296-3900; email wsu.coopext@metrokc.gov; web: <http://king.wsu.edu>.

WSU Cooperative Extension Pierce Counties
(253)798-3253; email jakropf@wsu.edu; web <http://www.pierce.wsu.edu>.

King County Department of Natural Resources, Agriculture and Resource Lands
201 S Jackson, Seattle WA 98104; (206)296-7803; web: <http://splash.metrokc.gov/wlr/lands/agricult.htm>.

Culinary Consultants
Alan Joynson, (425)788-8323; email: ajohnson@sttl.uswest.net. Can offer advice for specific projects focused on marketing to chefs and restaurants.

International Association of Food Professionals, produces *Food Forum Quarterly*
304 West Liberty St, Ste 201, Louisville, KY, 40202; (800)928-4227; web: <http://www.iacp-online.org>.

Business Planning

SCORE (Service Corps of Retired Executives)

US Small Business Administration 1200 Sixth Ave, Suite 1700, Seattle, WA 98101-1128; (206)553-7320. Volunteers give their time to help owners and managers of small businesses succeed through one-on-one counseling and business workshops.

DownHome Washington Marketing Association

728 134th Street SW, Everett, Washington 98204; Phone: (425)743-9669 or (425)353-2025; e-mail: snopic@gte.net; web: <http://www.downhomewa.com>.

A technical assistance, training, and marketing association for *home-based* businesses in the state of Washington. The program is designed to provide the home-based business person with expertise and support that leads to a successful enterprise, self sufficiency and growth.

Washington Manufacturing Services (WMS) is a not-for-profit organization created to deliver affordable engineering, operational, marketing, and human resource consulting services to Washington State manufacturers. WMS has a state-wide network of experienced Project Managers who work with firms to identify and complete projects that will improve quality, productivity, and profitability. Contact information: (800)637-4634; web: <http://www.wamfg.org>.

Cooperatives

Organic Valley /CROPP Cooperative

507 W Main, PO Box 159, La Farge, WI 54639 (608)625-2602 voice, (608)625-2600 fax; email: organic@organicvalley.com; web: <http://www.organicvalley.com/>

Northwest Cooperative Federation

4201 Roosevelt Way NE, Seattle WA, 98105; (206)632-4559 voice; (206)545-7131 fax; email: nwcf@seanet.com.

Trade Associations

Puget Sound Farm Direct Marketing Association

1733 NE 20th St., Renton, WA 98056, (425)228-9623.
Produces the Farm Fresh Guide, a map and guide to finding farm fresh products in the Puget Sound Area.

Western Washington Horticulture Association

PO Box 4064, Pasco, WA 99302; (509)547-5538/ Fax 547-5563. Sponsors an annual conference which deals with various aspects of horticulture; production, marketing and research. Its purpose is to develop resources for Western Washington horticulture.

Publications

Newspapers

Newspaper food editors are often interested in ideas for articles using locally grown and produced items. If you have a unique product, some new recipes or a persuasive approach give your local paper a call. You could get a lot of free publicity for on or off farm direct sales!

Asia Today (Chinese newspaper)

17250 Bothell Way NE, Seattle, WA 98155,
(206) 365-8807; Fax (206) 367-6283.

Ballard News-Tribune

2208 NW Market, Seattle, WA 98107;
(206)783-1244; fax: (206) 789-2455;
web: <http://www.robinsonnews.com>.

Eastside Journal

PO Box 90130, Bellevue, WA 98009;
(425) 453-4245; Fax: (425) 635-0603;
web: <http://www.eastsidejournal.com>.

Capital Press

A weekly regional agricultural publication focusing on the concerns of farmers. It includes an extensive classified section.

PO Box 2048, Salem, OR 97308; (800)882-6789;
fax: (503) 370-4383;
web: <http://www.capitalpress.com>.

The Courier-Herald/Enumclaw Buckley News Banner

PO Box 157, Enumclaw, WA 98022;
(360) 825-2555; fax: (360) 825-1092.

Des Moines News/Highline Times

133 SW 153rd, Burien, WA 98166; (206)444-4873;
fax: (206)444-4877

Edmonds Paper

514C Fifth Ave S, Edmonds, WA 98020;
(425)778-2811; fax: (425)771-9422.

Enterprise Newspapers

7300 196th SW, Lynnwood, WA 98036;
(425) 673-6500; fax: (425) 774-8622 (areas covered: Edmonds, Lynnwood, Mill Creek, Mountlake Terrace and North Creek).

Everett Herald

PO Box 930, Everett, WA 98206; (206)339-3000;
web: <http://www.heraldnet.com>.

Kirkland News

733 Seventh Ave, Suite 204, Kirkland, WA 98033;
(425)822-9166; fax: (425)827-7716.

The News Tribune

PO Box 11000, Tacoma, WA 98411;
(253)597-8742; web: <http://www.tribnet.com>.

Northwest Asian Weekly/Seattle Chinese Post

414 8th Avenue S, Seattle, WA 98104;
(206) 223-0623; email: scpnwan@nwlink.com;
web: <http://www.nwasianweekly.com>.

Seattle Post Intelligencer

101 Elliott Ave W, Seattle, WA 98119;
(206) 448-8356; web: <http://www.seattle-pi.com>.

Seattle Times

PO Box 70, Seattle, WA 98111; (206) 464-2300;
web: <http://www.seattletimes.com>

South County Journal (formerly Valley Daily News),

P.O. Box 130, Kent, WA 98035-0130 or 600 S.
Washington, Kent, WA 98032-5707; (253) 872-6721; Fax: (253) 872-6611;
web: <http://www.southcountyjournal.com>.

Woodinville Weekly/The Valley View/The Northlake

News, PO Box 587, Woodinville, WA 98072; (425) 483-0606; Fax: (425) 486-7593;
web: <http://www.nwnews.com>.

WSU Cooperative Extension Publications

The following publications are available at the office or for order by telephone: 700 Fifth Ave, Suite 3700, Seattle, WA 98014-5037; (206) 296-3900.

Agricultural Happenings Calendar

Farms and Woodlands on the Urban Fringe Newsletter
Developing A Marketing Plan For Fresh Produce, PNW 241

Production and Marketing Costs, PNW 202

Merchandising, Pricing and Promotional Strategies, PNW 203

Place of Business and Product Quality, PNW 204

Personnel Management, PNW 205

Financial Management, PNW 206

Washington Regulations, EB 737

Marketing for the Small Farmer, SP 3236

Commercial Storage of Fruits, Florist and Nursery Stocks, AH66

Vacuum Cooling Vegetables, IB186 (\$.50)

Refrigeration and Controlled Atmosphere Storage for Commercial Crops, NRAES 22.

Internet Resources

See Fact Sheet 510 page 95 in Appendix A.

Guerrilla Marketing Online: The Entrepreneur's Guide to Earning Profits on the Internet by Jay Conrad Levinson and Charles Rubin. 1997.

Marketing Online for Dummies by Bud Smith and Frank Catalano. 1998.

World Wide Web Marketing: Integrating the Internet into Your Marketing Strategy by Jim Sterne. 1995.

@g Online

<http://www.agriculture.com/homestead/index.htm>, a free resource specifically for farmers. "You can create your own home page - in your own words - right here, right now, for free!"

All The Secrets... <http://www.networx.com.au/mall/secrets/index.htm> : "... a site for Internet Entrepreneurs, home-office workers, small business owners, telecommuters, freelance writers, and everyone who wants to get rid of their boss and make their own way in life."

Grow a Home Business On The Internet

<http://www.smithfam.com/> "Along with the leading internet marketing professionals we share successful internet marketing concepts free for your internet based home business."

The Food Trader's Exchange

<http://www.tfte.com> An internet food trading company. This site allows you to post your products for sale in the global market place.

The Internet Marketing Center

<http://www.marketingtips.com/index.html> "Marketing tips, strategies, and secrets for internet marketing, online advertising and website promotion that will skyrocket your small, medium or home based business profits through the roof."

Sustainable Farming Connection: Where farmers find and share information <http://sunsite.unc.edu/farming-connection/growmark/netmark/netmark.htm> "This site — conceived and managed by former staff members of The New Farm magazine — will help you tame costs, add value to what you sell and keep you informed of the latest news from the sustainable farming community."

Community Supported Agriculture (CSA)

See Fact Sheet 517 page 116 in Appendix A.

Organizations

Appropriate Technology Transfer for Rural Areas (ATTRA)

P.O. Box 3657, Fayetteville, AR 72702; (800)346-9140; web: <http://www.attra.org>. Publication on Community Supported Agriculture provides an excellent overview of the CSA system and includes an extensive list of resources.

Seattle Tilth

4649 Sunnyside Ave N, Rm. 1, Seattle, WA 98103-6900; (206)633-0451; email: tilth@speakeasy.org; web: <http://www.speakeasy.org/~tilth>. Produces annual Community Supported Agriculture Farm Directory.

Publications

Community Supported Agriculture...Making the

Connection. University of California Cooperative Extension, Placer County and UC Small Farm Center. 1995. 198 pages, binder format. According to ATTRA this is "The best single manual you can buy." Available for \$25 plus \$5 shipping/handling (payable to UC Regents) from: UCCE, 11477 E Ave., Auburn, CA 95603; Phone: (916)889-7385.

Farms of Tomorrow Revisited: Community Supported Farms—Farm Supported Communities.

Groh, Trauger and Steven McFadden. 1997. Farming and Gardening Association. Kimberton, PA. Includes an appendix with suggestions for getting started.

Rebirth of the Small Family Farm.

Gregson, Bob and Bonnie. 1996. IMF Assoc., Vashon Island, WA. Available for \$9.95; make checks payable to IMF Associates, PO Box 2542, Vashon Island, WA 98070.

Internet Resources

CSA-L@prairienet.org is an email listserv for networking on Community Supported Agriculture. To subscribe, go to <http://www.prairienet.org/pcsa/CSA-L/>, or send an email message to listproc@prairienet.org with "subscribe CSA-L Firstname Lastname" in the message. Put your first and last names in place of Firstname and Lastname and omit the quotes. Leave the subject line blank.

Farmers Markets

See Fact Sheet 527 page 98 in Appendix A.

Trade Associations

Washington Farmers Market Association

State Farmers Market Representative, Zachary Lyons
P.O. Box 30727, Seattle, WA 98103
Phone: (206)706-5198; email:
zach@wafarmersmarkets.com; web: <http://www.wafarmersmarkets.com>.

Eggs & Poultry

See Fact Sheets 511, 521, and 523 pages 89, 102, and 107 in Appendix A.

Organizations

American Egg Board

1460 Renaissance Dr, Park Ridge, IL 60068; (847)296-7043 voice; (847)296-7007; email: aeb@aeb.org; web: <http://www.aeb.org>.

USDA, Agricultural Marketing Service, Poultry Programs, D. Michael Holbrook, (202)720-4476 voice
Email: D_Michael_Holbrook@usda.gov;
web: <http://www.ams.usda.gov/index.htm>.

WSDA Egg Inspection Program (grading and sizing information, state egg seals), 1111 Washington St, PO Box 42560, Olympia, WA 98504-2560, (360)902-1830 voice; (360)902-2087 fax.

Publications

Chicken Tractor: The Permaculture Guide to Happy Hens and Healthy Soil, by Andy Lee, Pat Foreman, Patricia L. Foreman. Good Earth Publishing, 1998.

Free-Range Poultry Production, Processing and Marketing, by Herman Beck-Chenoweth, 1997. Back Forty Books, 26328 Locust Grove Road, Creola, OH 45622; Fax: (614)596-3079.

Pastured Poultry Profits, by Joel F. Salatin, Chelsea Green Pub Co., 1996.

Internet Resources

Pastured Poultry Resources from The Sustainable Farming Connection

<http://www.sunsite.unc.edu/farming-connection/grazing/pastpoul/resource.htm>.

Flowers

See Fact Sheet 520 page 110 in Appendix A.

Organizations

USDA Market News

PO Box 48099, general information (206)764-3753; customer service for subscriptions: (800)487-8796; web: <http://www.ams.usda.gov/marketnews.htm>. Gives updates on wholesale cut flower prices. Updated Tuesday and Thursday. Reports available by mail, fax, email, and web.

USDA Farmer Direct Marketing

P.O. Box 96456 Room 2644 - S, 1400 Independence Ave., S.W., Washington, DC 20090-6456; (202)690-4077; web: <http://www.ams.usda.gov/directmarketing>.

Trade Associations

Association of Specialty Cut Flower Growers

(ASCFG) 440-774-2887; email: judy@ascfg.org; web: <http://www.ascfg.org>. Distributes newsletter, *Gatherings-the Cut Flower Quarterly*.

California Cut Flower Commission

73 Hangar Way, Watsonville, CA 95076; (831)728-7333; email: ccfc@ccfc.org; web: <http://www.ccfc.org>.

The Floral Marketing Association (FMA)

1500 Casho Mill Road, P.O. Box 6036, Newark, DE 19714-6036; (302)738-7100; web: <http://www.pma.com/fma/fma.htm>.

The Society of American Florists

1601 Duke Street, Alexandria, VA 22314; (800)336-4743; web: <http://www.safnow.org>.

Publications

Field Grown Cut Flowers : A Practical Guide and Sourcebook: Commercial Field Grown Fresh and Dried Cut Flower Production by Alan B. Stevens. Avatar's World. 1997.

The Flower Farmer: An Organic Grower's Guide to Raising and Selling Cut Flowers by Lynn Byczynski. Chelsea Green Publications. 1997.

Flowers for Sale: Growing and Marketing Cut Flowers: Backyard to Small Acreage (A Bootstrap Guide) by Lee Sturdivant. San Juan Naturals 1994.

The Furrow, Deere & Company, One John Deere Place, Moline, Illinois 61265-8098; (309)765-8000.

Growing for Market: a journal of news and ideas for market gardeners. PO Box 3747, Lawrence, KS 66046; (785)748-0605; Includes monthly column, *Specialty Cut Flowers*.

Pricing Specialty Cuts, ASCFG Bulletin No. 2, Association of Specialty Cut Flower Growers (ASCFG). See contact information above.

Specialty Flowers: A Small-Scale Agriculture Alternative. Handwerker, T. 1990. USDA, Cooperative State Research Service, Office of Small-Scale Agriculture. Washington, DC.

USDA Market News, PO Box 48099, Seattle, WA 98148; general information (206)764-3753; customer service for subscriptions: (800)487-8796; web: <http://www.ams.usda.gov/marketnews.htm>. Gives updates on wholesale cut flower prices. Updated Tuesday and Thursday. Reports available by mail, fax, email, and web.

Internet Resources

FloraSource <http://www.flora-source.com> Floriculture and horticulture information exchange web site.

Herbs

See Fact Sheet 519 page 100 in Appendix A.

Organizations

USDA Market News

2202 Monterrey St., Ste. 104F, Fresno, CA 93721
Customer service for subscriptions: (800)487-8796;
web: <http://www.ams.usda.gov/marketnews.htm>.
Gives updates on wholesale herb prices. Updated Monday, Wednesday, and Friday. Reports available by mail, fax, email, and web.

UW Medicinal Herb Garden c/o Botany Department, University of Washington, Box 355325, Seattle, WA, 98195-5325; (206)543-1126; web: <http://www.nnlm.nlm.nih.gov/pnr/uwmhg>.

Trade Associations

American Herb Association

PO Box 1673, Nevada City, CA 95959;
(916)265-9552.

American Herbal Products Association

PO Box 2410 Austin, TX 78768 (512)320-8555;
web: <http://www.ahpa.org>.

Great Northern Botanicals Association

PO Box 362, Helena, MT 59624.

The Herb Growing and Marketing Network

PO Box 245, Silver Spring, PA 17575 (717)393-3295;
web: <http://www.herbnet.com/>. Publishes *The Herbal Connection*, a bimonthly trade journal and *The Herbal Green Pages*, an annual resource guide.

The Herb Society of America

9019 Kirtland Chardon Rd, Kirtland, Ohio 44094;
(440)256-0514; web: <http://www.herbsociety.org/>.

The International Herb Association

1202 Allanson Rd., Mundelein, IL, 60060
(708)949-4372.

Medicinal Interests

American Botanical Council

PO Box 201660, Austin, TX 78720; (512)926-4900;
web: <http://www.herbalgram.org>.

American Herbalists Guild

P.O. Box 70, Roosevelt, UT 84066 (435)722-8434;
fax: (435) 722-8452; email: ahgoffice@earthlink.net;
web: <http://www.healthy.net/herbalists/>.

Ornamental Interests

Association of Specialty Cut Flower Growers

MPO 268, Oberlin, OH 44074; (440)774-2887;
email: judy@ascfg.org; web: <http://www.ascfg.org/>.

Publications

Chemical Marketing Reporter, Schnell Publishing Co., 100 Church St., New York, NY 10007.

Growing Your Herb Business. Reppert, Bertha. 1994.

Storey Books, PO Box 445, Pownal, VT 05261,
(800)441-5700; web: <http://www.storey.com>.

Herb Retailing in the 1990s. In: *The Business of Herbs*. Oliver, Paula C. 1994. Northwind Farm Publications. Shelvin, MN.

Herbs: A Small-Scale Agriculture Alternative. USDA. 1995. Cooperative State Research Service, Office for Small-Scale Agriculture. Washington, DC. University of California Small Farm Center, One Shields Ave, University of California, Davis, CA 95616-8699; (530)752-8136; email: sfcenter@ucdavis.edu; web: <http://www.sfc.ucdavis.edu/pubs/brochures/Herbs.html>.

Herbs For Sale: Growing and Marketing Herbs, Herbal Products and Herbal Know-How. Sturdivant, Lee. 1994. Available from San Juan Naturals for \$16.50. (800)770-9070; email: naturals@bootstraps.com; web: <http://www.bootstraps.com>.

Journal of Herbs, Spices & Medicinal Plants. The Hawthorne Press, Inc. 10 Alice ST., Binghamton, NY 13904-1580.

Medicinal Herbs in the Garden, Filed, and Marketplace. Sturdivant, Lee, and T. Blakely. 1999. San Juan Naturals. Friday Harbor, WA.

Proceedings of the National Herb Growing and Marketing Conferences. Extension Office, Center for New Crops, 1165 Horticulture Bldg., Purdue University, West Lafayette, IN 47907; web: <http://www.hort.purdue.edu/newcrop/>.

Selling Fresh-Cut Herbs. Shores, Sandie. 1999. Available for \$27.95 from Storey Books, PO Box 445, Pownal, VT 05261, (800)441-5700; web: <http://www.storey.com>.

Internet Resources

The Business of Herbs at GardenNet
<http://gardennet.com/BOH/>.

Natural Land's Herbal News
<http://www.naturalland.com/hrbv/hrbnc.htm>.

Meat

See Fact Sheets 521 and 523 on pages 102 and 107 in Appendix A.

Organically Grown Food

Organizations

Organic Food Program, Washington State Department of Agriculture (WSDA) 1111 Washington St, PO Box 42560, Olympia, WA 98504-2560; (360)902-1877 voice, (360)902-2087 fax; email: organic@agr.wa.gov.

Provides information regarding the state organic certification program as well as overseeing the certification process.

Washington Tilth Producers

PO Box 85856, Seattle, WA 98145, (206)892-3952. Purpose is to foster and promote a sustainable and ecologically sound agriculture in the interest of human and environmental health and social equity. Provides educational service and informational networking through its journal and conferences. Provides a channel of communication between Washington farmers and gardeners, consumers, and other organizations of similar vision.

Write or call for more information, to join, or to receive the *Washington Tilth Directory: A Guide to Organic and Sustainable Growers, Food & Farm Suppliers and Resources*.

Produce

Trade Associations

Produce Marketing Association

1500 Casho Mill Rd, PO Box 6036, Newark, DE 19714-6036; (302)738-7100; email: webmaster@mail.pma.com.

Publications

Growing for Market: a journal of news and ideas for market gardeners. PO Box 3747, Lawrence, KS 66046; (785)748-0605; Includes monthly column "Specialty Cut Flowers."

Sell What You Sow: The Growers Guide to Successful Produce Marketing by Eric Gibson, 1994. New World Publishing, Placerville, CA.

Backyard Market Gardening: The Entrepreneur's Guide to Selling What You Grow by Andrew W. Lee, 1993. Good Earth Publications, Burlington, VT.

The Packer, 10901 W. 84th Terrace, Lenexa, KS 66214; (800)255-5113 (ext. 748) or (913) 438-8700 (ext. 748); web: <http://www.rbc.com/packer.html>. A national weekly, produce industry publication directed at wholesale and produce managers. It often has information about new trends in produce.

The Produce News, 2185 Lemoine Ave. #5, Fort Lee, NJ 07024; (201)592-9100; fax: (201)592-0809. A weekly publication directed to brokers, growers, retailers and wholesalers. Articles discuss current industry practices.

The *Blue Book* and the *Red Book* are the two industry credit rating publications for both buyers and sellers. The books contain names and addresses of shippers, buyers, truck brokers, etc. from throughout the nation. Instructions on handling claims, rules of transport, state law and regulations are among the items covered. They are a by-subscription only service.

The Blue Book, Produce Reporter Company, 845 E. Geneva Road, Carol Stream, IL 60188-3520; (630)668-3500; fax: (630) 668- 0303; web: <http://www.bluebookprco.com>. Updated and published semi-annually, in the spring and the fall. Weekly credit sheets are also available.

The Red Book, 7950 College Boulevard, Overland Park, KS 66210-1821, (913)451-2200. *The Red Book* is updated and published each quarter. Weekly updates are available.

ucts. The facility is capable of vinegar, oil and low-acid processing and packaging, and, in the future, hot processing as well. Located in Enumclaw, the facility includes a 2000 sq. ft. cooler for storing product before or after processing.

Publications

Adding Value for Sustainability: A Guidebook for Cooperative Extension Agents and Other Agricultural Professionals. Markley, K. and D. Hilchey. 1998. Pennsylvania Association for Sustainable Agriculture (PASA). Milheim, PA.

Farming Alternatives: A Guide to Evaluating the Feasibility of New Farm-Based Enterprises. Northeast Regional Agricultural Engineering Service (NRAES). 1991. NRAES. Cornell University. Ithaca, NY.

Value-Added Items

See Fact Sheet 518 on page 113 in Appendix A.

Organizations

Wolf Pack

14811 Moonlight Dr, Gold Bar, WA 98251-0264; (360)793-2988. Specialty foods processor (thermal processing).

Green Garden Food Products Incorporated

5851 S 194th St, Kent, WA 98032-2198; (253)395-4460. Processes dressings, sauces, mayonnaise, potato products, etc. for small and large enterprises.

Industrial Skills

911 Battersby, Enumclaw, WA 98022; (360)825-7744 or (253)852-3650; Pamela Aldrige, Executive Director and Project Manager.

A new (scheduled to open in 1999) commercial kitchen for packaging small batch value-added prod-

Appendices

Appendix A: Marketing Fact Sheets

Fresh Farm Eggs— Marketing and Regulations

Agriculture and Natural Resources Fact Sheet #511

Small flock owners in King County may find profitable opportunities to sell fresh farm eggs directly to consumers, restaurants, grocery stores, institutions, or retailers. In fact, niche markets offer venues for producers of “specialty” eggs like organically produced eggs, free range eggs, colored eggs, or hand gathered and processed eggs. Egg marketing requires planning ahead as well as some understanding of laws and regulations, but the effort can pay off. Here are some tips and resources for marketing fresh farm eggs.



Marketing Fresh Eggs

Farmers can market eggs in two basic ways:

- 1) **Retail**—selling directly to consumers: either on farm, on a subscription basis, or at farmers markets,
- 2) **Wholesale**—selling to retailers such as grocery stores, restaurants, hotels, or institutions. Wholesale marketing can be direct to retailers or through wholesale brokers or distributors. Another way to market wholesale is through a producer cooperative—pooling technical, marketing, and purchasing capacities of individual farmers in order to distribute greater and more reliable quantities of eggs to retailers.

How to decide on a method?

Consider your abilities, time commitment, interests, and needs of the farm. How much time and effort can you put into marketing? How much time and effort do you want to put into farm operations?

Direct retail marketing

- ☐ offers a greater return per unit but involves time and effort,
- ☐ requires regular direct contact with people,
- ☐ may entail some costs, such as reliable transportation.

Wholesale marketing

- ☐ could mean less time spent marketing if you chose to work with a broker,
- ☐ requires less time away from the farm to sell large quantities,
- ☐ may result in lower returns but higher volume can compensate.

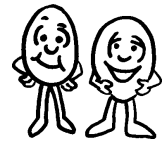
Don't put all your eggs in one basket—the best method may be a combination of direct and wholesale marketing.

Pricing

A key to marketing any “niche” farm product is to avoid underpricing. Consumers expect to pay more for a niche product so be sure to research local market prices and base your selling price accordingly.

Whatever your marketing strategy, keep in mind that different regulations apply to different marketing methods.

An 'eggsample' of creative marketing!



According to Jeff Ishee, a farmer with many years of marketing experience under his belt, if only people knew how commercial layers are managed, they would be flocking to the local market to buy free-range or humanely produced eggs. Laid by hens that are allowed to roam free and have access to fresh air and a rich and varied diet, these eggs have a rich yellow yolk compared to the pale watery insides of factory-produced eggs, and a freshness and good taste that only old-timers recall from their childhood.

To take advantage of the market potential for farm-fresh eggs, talk to buyers about the differences between eggs raised naturally and those sold at the store. Explain why your product is nutritionally superior, present your point of view pictorially, display photographs of your hens and let the consumers connect. The education helps not just to aid in consumer awareness, it is also a great sales booster. People feel responsible for their health and recognize instinctively the value of your product and will be back for more. And they won't mind paying more for your eggs either!

Regulations

Retail

On farm and subscription sales

Inspection: Persons with up to 3,000 laying hens or fewer may sell directly **to individual consumers at the place of production** and are not subject to inspection.

Licensing: None required for direct sales to consumer at place of production.

Safety: Eggs are a perishable food not unlike meat and poultry. Though not regulated, it is wise to maintain standards of cleanliness, keep eggs refrigerated at a maximum temperature of 45° F, and prevent eggs from contacting ice or water. Customers will appreciate the extra peace of mind!

Insurance: A comprehensive general liability policy is recommended.

☎ *Contact:* Washington State Department of Agriculture, Egg Inspection Program, (360)902-1830 (for current rules and regulations for eggs sold in intrastate commerce).

Farmers Markets Sales

Inspection: Eggs are subject to WSDA inspection for size and grade. Only grades AA, A, and B are legally sold off farm.

Licensing: An Egg Dealer's License from Master License Service (in effect for 12 months from date of purchase) and state egg seals (\$2.50 for 1,000 dozen) from WSDA are required.

Safety: Eggs must be kept under temperature control (less than 45° F) but may not come in contact with ice or water when stored in coolers.

Insurance: Generally, farmers markets as a whole carry a comprehensive liability policy. However, each individual seller is liable for his or her own product and, therefore, may wish to have their own liability policy.

Containers: A variety may be used from brown paper bags to cardboard egg cartons, however, **it is unlawful to reuse containers**. Customers may bring their own, but a state seal must be placed on their container at the time of purchase. For sanitary reasons do not trade cartons with a customer. If sold in bulk, eggs must be sorted by size and grade and labeled accordingly.

Labels: Eggs must be properly labeled per WSDA law. Labels must include name and address of vendor, size and grade of egg, and a state egg seal. It is unlawful to reuse cartons bearing another firm's trade name.

☎ *Contact:* Washington State Department of Agriculture, Egg Inspection Program, (360)902-1830 voice; (360)902-2087 fax.

Washington State Farmers Market Association 11910-C Meridian E, Ste 29, Puyallup, WA 98373, 425-710-2064 (voice mail only).

Wholesale

Anyone who sells eggs to retailers or dealers (e.g., grocery stores, restaurants, hotels, institutions) or with more than 3,000 laying hens must comply with the USDA Egg Products Inspection Act and the state's Wholesome Egg and Egg Products Act (RCW 69.25 Web: http://search.leg.wa.gov/wslrcw/RCW_69_TITLE/RCW_69.25_CHAPTER/RCW_69.25_chapter.htm).

Inspection: Subject to WSDA inspection for grade and size. Only grades AA, A, or B can be sold off-farm.

Licensing: Requires annual egg handler's or egg dealer's license (\$30.00; \$15.00 for branch license) and purchase of egg seals. Apply through Master License Service of the Department of Licensing. (360)753-4401; Web: <http://www.wa.gov/dol/bpd/mlsinfo.htm>.

Safety: Once graded, sized and placed in containers, eggs must be stored at a maximum temperature of 45° F.

Insurance: An individual or business liability policy may be warranted.

Containers: **It is unlawful to reuse containers.** New containers with another handler's or dealer's permanent number may be used on a temporary basis (less than one year) for the purpose of using up existing container stocks. The other handler's or dealer's number must be totally obliterated prior to use.

Labels: Must bear the name and address or permanent number of the egg dealer or handler. The container must have the name and address of the vendor, the size and grade of the eggs, and the state egg seal. The container must also be labeled "keep refrigerated."

Records: Records of egg sales and purchases (including names and addresses) must be maintained. Date, quantity, and quality of eggs must be shown. Records must be kept for two years.

☎ *Contact:* Washington State Department of Agriculture, Egg Inspection Program, (360)902-1830 voice; (360)902-2087 fax.

Certified Organic Eggs

Inspection: An Organic Food Program Inspector will visit your farm at least once each year.

Labeling: Same as for conventional eggs except must be certified to label eggs as organic.

Certification: Requires 100% organic feed from one-day-old chicks to egg production. Antibiotics and hormones are prohibited.

Records: Must maintain medical records, feed and feed supplement records, purchase and sales records of livestock, and records of all materials used in the on-site production of crops for feed.

Fees: Fees are annual and are based on organic sales. Most new growers pay an application fee of \$165 (based on sales under \$12,000) plus a \$75 new applicant fee.

Vaccination: Approved for coccidiosis and other endemic diseases.

Living conditions: Must be either a movable pen system or four square feet per bird and access to the outside.

☎ Contact: WSDA Organic Food Program (360)902-1877 voice, (360)902-2087 fax; email: organic@agr.wa.gov

Resources

Marketing Resources

USDA, Agricultural Marketing Service
Poultry Programs, D. Michael Holbrook,
(202)720-4476 voice
Email: D_Michael_Holbrook@usda.gov
Web: <http://www.ams.usda.gov/index.htm>

Appropriate Technology Transfer for Rural Areas (ATTRA)
PO Box 3657, Fayetteville, AR 72702
(800)346-9140; Web: <http://www.attra.org>

American Egg Board
1460 Renaissance Dr, Park Ridge, IL 60068
(847)296-7043 voice; (847)296-7007 fax
Email: aeb@aeb.org Web: <http://www.aeb.org/>

Egg Farms:
Rose Valley Farms
63 Rose Ridge Ln, Republic, WA 99166
(509) 775-2242 voice
Email: damedora@rosevalley.com
Web: <http://www.rosevalley.com/welcome.html>

Cooperatives:
Northwest Cooperative Federation
4201 Roosevelt Way NE, Seattle WA, 98105
(206)632-4559 voice; (206)545-7131 fax
Email: nwcf@seanet.com

Organic Valley /CROPP Cooperative
507 W Main, PO Box 159, La Farge, WI 54639
(608)625-2602 voice, (608)625-2600 fax
Email: organic@organicvalley.com
Web: <http://www.organicvalley.com>

A word about safety...

The FDA considers eggs “potentially hazardous”. The designation is not cause for alarm. It simply means that these foods are perishable and should receive refrigeration, sanitary handling and adequate cooking. Lack of attention to these details can make any food a “hazardous” food.

Tips for safe handling:

A good rule is to handle all eggs as if they have thin shells.

Shells may be thinner in summer than in winter, and large eggs usually have thinner shells than medium or small eggs.

Proper humidity and temperature control keeps eggs from losing carbon dioxide.

Eggs are estimated to have 7500 pores or openings. Gases are transferred and moisture is lost through these openings. Moisture loss results in weight loss, and loss of carbon dioxide speeds up breakdown in egg quality.

Questions about regulations?

United States Department of Agriculture (USDA)
14th & Independence Ave. SW, Washington, D.C. 20250;
(202)720-279 voice; Web: <http://www.usda.gov>.

Washington State Department of Agriculture (WSDA)
1111 Washington St, PO Box 42560, Olympia, WA 98504-2560

Egg Inspection Program (grading and sizing information, state egg seals), (360)902-1830 voice; (360)902-2087 fax.

Organic Food Program (360)902-1877 voice,
(360)902-2087 fax; Email: organic@agr.wa.gov

Seattle-King County Department of Public Health,
Environmental Health Division
999 Third Ave, Ste 700, Seattle, WA 98104
(206)296-4722.

WA Farmers Market Association
11910-C Meridian E, Ste 29, Puyallup, WA 98373,
(253)710-2064 (voice mail only)

Master License Service of the Department of Licensing.
Phone (360)753-4401; Web: <http://www.wa.gov/dol/bpd/mlsinfo.htm>

Supply Sources

Egg candlers, cartons, etc.:

Lyon Electric Co
2765 Main St, Chula Vista, CA 91911
(619)585-9900 voice; (619)420-1426 fax
Email: lyonelect@aol.com
Web: <http://www.lyonelectric.com>

NASCO Farm & Ranch Products
4825 Stoddard Road; P.O. Box 3837
Modesto, California 95352-3837;
(800)558-9595 voice; (209)545-1669 fax. E-mail:
modesto@nascofa.com Web: <http://www.nascofa.com>.

Tenneco Packaging
(888)828-2850; Web: <http://www.tenneco-packaging.com>
Packaging Corporation of America, a Tenneco company
in Red Bluff, CA (800)222-0888

DOLCO Packaging
1121 S Columbia St, Wenatchee, WA 98801
(509)663-854

Production Resources

Books:

Chicken Tractor: The Permaculture Guide to Happy Hens and Healthy Soil, by Andy Lee, Pat Foreman, Patricia L. Foreman, Good Earth Publishing, 1998.
Free-Range Poultry Production, Processing and Marketing, by Herman Beck-Chenoweth, 1997.
Back Forty Books, 26328 Locust Grove Road,
Creola, OH 45622 Fax: (614) 596-3079.
Pastured Poultry Profits, by Joel F. Salatin, Chelsea Green Pub Co., 1996.

Internet:

Appropriate Technology Transfer for Rural Areas (ATTRA)
PO Box 3657, Fayetteville, AR 72702
(800)346-9140 Web: <http://www.attra.org>

Pastured Poultry Resources from The Sustainable Farming Connection
Web: <http://www.sunsite.unc.edu/farming-connection/grazing/pastpoul/resource.htm>

Egg Definitions

Grading—refers to the interior and exterior quality of the egg. Only grades AA, A, and B can be sold retail. A candling light is required for examination.

Size—refers to weight classes: jumbo, extra large, large, medium, small, and pee wee.

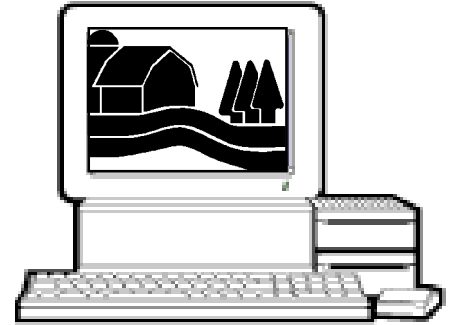
Restricted Eggs—refers to checks (cracked but not leaking eggs), dirty eggs, incubator rejects, rejects, inedible eggs, leakers, or losses (see RCW 69.25.020 for detailed definitions).

PLEASE NOTE: This fact sheet is a summary of egg sales regulations. It is not intended to substitute for actual codes and regulations.

Written by: [Sylvia Kantor](#), Agriculture Information Coordinator, WSU Cooperative Extension King County, 1998.

Internet Marketing for Farmers

Agriculture and Natural Resources Fact Sheet #510



Marketing is key to the success of small-scale farming. One avenue of marketing that may offer significant rewards to farmers is internet marketing. Internet marketing can include the use of email and mailing lists, newsgroups and online forums, and/or the world wide web. The key idea behind internet marketing is to keep people coming back to your site by providing valuable content. In other words, give away useful information for free! Give away free reports, newsletters, tips, or recipes. Whatever the information is, if it is valuable and free, people will keep returning to your site, thereby increasing the chances that they will actually make a purchase from you.

The internet allows farmers and consumers direct contact in a way never before available. Many people and businesses (such as restaurants) do their shopping, including food shopping, online. The possibilities for internet marketing of farm products are vast, limited only by the imagination. More and more home based and small businesses are turning to the internet to get the word out about their products. Here are some reasons why (from *Guerrilla Marketing Online: The Entrepreneur's Guide to Earning Profits on the Internet* by Jay Conrad Levinson and Charles Rubin. 1997).

Advantages of Internet Marketing

- + The internet allows you to broadcast your message to thousands of people at once without paying for expensive ads.
- + You can offer more information than in a printed brochure, including pictures (of products, farms, plants, animals), sounds, or even videos, and you can change your site whenever you want.
- + You can accept credit cards online.
- + Your target audience is paying attention. They choose to look at your web page.
- + The internet allows you to be in several places at once day and night.
- + The online marketplace puts small businesses on equal footing with large ones.
- + You can display merchandise and offer information about it.
- + The internet lets you focus on markets with precision. Online buyers sort themselves into specific interest groups. You can quickly build mailing lists as these members respond to your messages.
- + The internet offers resources that can support your business including discussion groups and databases with information to help respond to changing markets and trends.
- + Internet marketing is not limited to having a web page. Email lists, newsletters, and catalogs offer other means of reaching customers.

Examples

Many farmers around the country utilize the internet as part of their marketing strategy. Check out some of these web sites.

Farmers Markets

The Columbia City Farmers Market (Seattle, Washington) <http://www.ci.seattle.wa.us/don/columbia/farmmkt.htm>

Farmers Market Online

<http://www.farmersmarketonline.com>

Pike Place Market (Seattle, Washington)

<http://www.pikeplacemarket.org>

Community Supported Agriculture (CSA)

Goodlett's Farmlett (Auburn, Washington)

<http://www.halcyon.com/bbrowne/farmlett.htm>

Eatwell Farm (California)

<http://www.eatwell.com>

Livestock & Dairy

Kaeler's Mill Farm (Cedarburg, Wisconsin)

<http://www.execpc.com/~slc/k-m.html>

Hog Wild Specialties (Alberta, Canada)

<http://www.hogwild.ab.ca>

Egg Farm Dairy (Yorktown Heights, NY)

<http://www.creamery.com>

Food and Produce

Cascadian Farms (Sedro-Woolley, Washington)

<http://www.cfarm.com/index.asp>

HomeGrocer.com (Bellevue, Washington)

<http://www.homegrocer.com>

Family Trees Gardens and Ponds (Vashon Island, Washington) <http://home.att.net/~p.e.s/index.html>

Walnut Acres Organic Farms (Penns Creek, PA) <http://www.walnutacres.com>

The US Organic Agriculture Message Board "...where producers can communicate directly to consumers what they have available, and where consumers can post what they are looking for in the way of produce." <http://www.paradise-web.com/plus/plus.mirage?who=lray>

Newsletters and Forums

An extensive list of newsgroups, newsletters and forums can be found at <http://metalab.unc.edu/farming-connection/forums.html>

Challenges of Internet Marketing

Internet marketing is not for everybody. It has its challenges and pitfalls so it may not be the marketing strategy for you (from *Guerrilla Marketing Online: The Entrepreneur's Guide to Earning Profits on the Internet* by Jay Conrad Levinson and Charles Rubin. 1997).

- It is hard work!
- Internet marketing requires at least a basic understanding of computers and the online world.
- A computer, software, and an internet connection are required.
- Bad news travels quickly. If the wrong message gets out about your service or product, beware.
- There is no one in charge to turn to. Finding help is up to you.
- The online market consists of many submarkets so you have to learn to identify and reach the ones for your product.
- Graphics can be costly and time consuming for readers of your messages.
- Messages are invisible unless readers seek them out so placing and using enticing messages is important.
- Engaging customers requires well-written copy, a helpful attitude, and reliable service.
- Online transactions may require a secure method of payment.
- Responses must be monitored regularly because your messages are up at all times and people expect speedy results.
- Internet marketing may generate an unanticipated amount of email and response. You must be prepared to deal with it.

Finding Help

Despite these challenges, internet marketing can worthwhile and there are many helpful resources.

✓ Email and internet services

Many email services are free! Some require that you receive unsolicited advertising, but others do not. Shop around. Some services to start with are:

[@g Online](http://www.agriculture.com/homestead/index.htm) <http://www.agriculture.com/homestead/index.htm>, a free resource specifically for farmers. "You can create your own home page - in your own words - right here, right now, for free!",

[Juno.com](http://juno.com) support@juno.com or call the automated information hotline at (800) JUNO-889 [(800) 5866-889]. Email software without the need for an internet connection. Just dial into their service and collect or send your mail-all via modem,

[Microsoft's Hotmail](http://www.hotmail.com) <http://www.hotmail.com>, [web-based email](#),

[Rocketmail](http://www.rocketmail.com) <http://www.rocketmail.com>, web-based email,

[Seattle Community Network](http://scn.org) help@scn.org or call (206) 365-4528, a free public-access network run by volunteers,

or, surf the web to get information on free or fee-based internet services. Many web sites review several internet service. Try <http://www.geocities.com/SiliconValley/Vista/8015/index.html>.

✓ Computers, equipment, and software

New or used computers are available for a range of prices. Used computer can be purchased through classified ads or from used computer stores. Check consumer guides to buying computers. Talk to friends about their computers. Get clear on your computer needs. Some software is free or available for trial via the internet.

✓ Regulations

Washington State Department of Licensing's website for [Business Licenses](http://www.wa.gov/dol/bpd/buslic.htm) <http://www.wa.gov/dol/bpd/buslic.htm>

Call (800) 237-1233, a statewide, toll-free information and referral service, provides information regarding state business licensing, registration, technical assistance, other state agencies or one-to-one business counseling.

Federal Trade Commission Mail or Telephone Order Merchandise Rule <http://www.ftc.gov/bcp/conline/pubs/buspubs/mailordr/toc.htm>

✓ Resources

Books:

Guerrilla Marketing Online: The Entrepreneur's Guide to Earning Profits on the Internet by Jay Conrad Levinson and Charles Rubin. 1997.

Marketing Online for Dummies by Bud Smith and Frank Catalano. 1998.

World Wide Web Marketing: Integrating the Internet into Your Marketing Strategy by Jim Sterne. 1995.

Web Sites:

Sustainable Farming Connection: Where farmers find and share information <http://sunsite.unc.edu/farming-connection/growmark/netmark/netmark.htm> "This site — conceived and managed by former staff members of The New Farm magazine — will help you tame costs, add value to what you sell and keep you informed of the latest news from the sustainable farming community."

All The Secrets... <http://www.networx.com.au/mall/secrets/index.htm> : "... a site for Internet Entrepreneurs, home-office workers, small business owners, telecommuters, freelance writers, and everyone who wants to get rid of their boss and make their own way in life."

Grow a Home Business On The Internet <http://www.smithfam.com> "Along with the leading Internet Marketing professionals we share successful Internet marketing concepts free for your Internet based home business."

The Food Trader's Exchange <http://www.tfte.com> An internet food trading company. This site allows you to post your products for sale into the global market place.

The Internet Marketing Center <http://www.marketingtips.com/index.html> "Marketing tips, strategies, and secrets for internet marketing, online advertising and website promotion that will skyrocket your small, medium or home based business profits through the roof."

Terms to know

Internet (the Net)-the network that connects most of the computers on the planet.

Internet service-a service on the internet that meets agreed-on, public standards so that any computer on the Internet can access that service using any of a variety of available software packages (e.g. email, world wide web).

Email (electronic mail)-an internet service in which typed messages are exchanged between computer users by sending messages to specific addresses and receiving them in mailboxes.

Online service-a large commercial bulletin board service (BBS) that offers a wide variety of services and information to thousands of users and charges a monthly subscription fee (e.g., America Online, Compuserve, Wolfenet).

World Wide Web (the Web)-a collection of information located on many internet servers that can be accessed with a browser.

Browser-a program used to access information on the Web (e.g. Netscape, Mosaic, Microsoft Internet Explorer).

Mailing list- an electronic discussion carried out with email messages.

Listserv-a well known mailing list manager program; sometimes used as a generic name for a mailing list manager.

Newsgroup-a message board on the Internet that focuses on a particular subject. Also known as a Usenet newsgroup.

Spam-mass mailing of unsolicited electronic messages (*junk email, or bulk email*) to a large number of discussion groups or individuals on the Net. Most commercial online services have strict policies forbidding their subscribers from sending spam.

No endorsement is intended of any businesses listed in this fact sheet, nor is criticism of unnamed businesses implied.

Written by: [Sylvia Kantor](#), Agriculture Information Coordinator, WSU Cooperative Extension, King County, 1998.

Marketing at Farmers Markets

Agriculture and Natural Resources Fact Sheet #527



A farmers market is a place where growers gather to sell their produce. They rent an area or stall and set up shop. Markets are held indoors as well as outdoors. They vary from one day a week during the growing season to daily, year-round operations. Selling directly to the consumer gives a farmer greater control over pricing. There are no middlemen, so there is potential for a larger return per unit. Bookkeeping is minimal as all sales are for cash. Remember, however, that selling at a market means time away from the farm and added transportation.

Do Some Research

Visit different markets. Assess how well the particular market will serve your needs. Talk to customers and find out why they shop there, what they like. Observe the various vendors. Who is selling a lot? What type of crowds attend the market? Are there gaps in the varieties of produce for sale? Remember to keep in mind travel time to and from the market.

Talk With The Market Manager

Find out what's required in order to participate. Ask if the market is actively promoted in the community. If people don't know about the market, there won't be anyone to buy your produce!

Sell Freshness

Appearance is critical. The consumer is looking for fresh, clean and appealing produce. Customers buy with their eyes and eat with their stomachs.

Balance Your Scales

Be sure to comply with regulations for weights and measures. See Fact Sheet #522 *Directory of Direct Marketing Regulations* for information.

Pay Attention To Presentation

Arrange your produce in an inviting way, make it colorful. Keep the area neat and tidy. Make certain to display prices. People will be more inclined to stop and see what you have.

Be Organized

Have everything you need on hand: bags, change, display bins, price signs, an accurate scale, recipes, flyers about your farm. You want to have time to be with your customers; not spend your day running for supplies.

Sell Yourself

Be friendly, courteous, helpful. You are building relationships. People like farmers markets because they get to deal with a real live farmer. Providing recipes, storage advice, and other information builds customer trust and loyalty. It is that relationship that will make them come back to you, time and time again.

Consider Associated Opportunities

Farmers markets can be a great place to make contacts, grow your customer base, or take orders for products. You can start a mailing list of your most interested customers, gather names for mail order or internet order business, or offer newsletters about your operations.

Market Value-Added Products

Whether you are test marketing a new value-added product or selling a tried and true one, farmers markets are a wonderful venue for selling value-added items. See Fact Sheet #518 *Value-Added Enterprises for Small-Scale Farmers*.

Comply with Regulations

Take the time find out what regulations apply and to do what is necessary to comply with them. Farmers markets require this and you be glad you did because your customers will have confidence in your products. For information on regulations contact the Washington State Farmers Market Association and see Fact Sheet #522 *Directory of Direct Marketing Regulations*.

King County Farmers Markets

Enumclaw

Enumclaw Country Market

Railroad St. & Griffin Ave
April to October
9:30 am-3:00 pm, Saturdays
Suzanne Cohen (253) 939-1707
PO Box 871, Enumclaw, WA 98022

Issaquah

Issaquah Public Market

Pickering Barn, S.E. 56th St. & 10th Ave. N.W.
April to September
9:00 am-3:00 pm, Saturdays
Jean Sillers (425) 837-3321
PO Box 1307, Issaquah, WA 98027-1307

Kent

Kent Market

Municipal Lot, 4th & Smith Sts.
April to October
9:00 am-4:00 pm, Saturdays; 10:00 am-3:00 pm, Sundays
Candy Howard (253) 813-6976
PO Box 557, Kent, WA 98035-0557

Redmond

Redmond Saturday Market

Leary Way at Redmond Town Center.
May to October
8:00 am- 2:00 pm, Saturdays
(425) 882-5151
PO Box 0964, Redmond, WA 98073-0964

Seattle

Columbia City Farmers Market

4801 Rainier Ave. S. & S. Edmunds St.
June to October
3:00 pm-7:00 pm, Wednesdays
Karen Kinney (206) 722-4835
4701 43rd Ave S, Seattle, WA 98118

Fremont Farmers Market

N. 34th St. & Fremont Ave.
April to October
10:00 am-4:00 pm, Sundays
Michael Blakely (425) 333-6386
PO Box 301, Carnation, WA 98104

Pike Place Market

1st Ave. & Pike St.
Year round
9 am-6 pm, Mon. to Sat., 11 am-5 pm, Sun.
Mark Musick (206) 682-7453
85 Pike St, Rm. 500, Seattle, WA 98101

Organic Farmer Days at Pike Place Market

June to October
10 am-5 pm, Wednesdays & Sundays

University District Farmers Market

Corner of NE 50th & University Way NE
May to October
9:00 am-2:00 pm, Saturdays
Chris Curtis (206) 633-1024
4512 University Way NE #102, Seattle, WA 98105

West Seattle

Corner of SW Alaska St. and 44th Ave SW
June to October
11 am-3 pm Sundays
Chris Curtis (206) 633-1024

Vashon Island

Vashon Farmers Market

1/2 block N. of Bank Rd., across from Bob's Bakery
March to October
10:00 am-3:00 pm, Saturdays
Richard Odell (206) 463-6557
PO Box 1448, Vashon, WA 98070-1448

Woodinville

Woodinville Farmers Market

175th St., next to City Hall
March to October
9:00 am-4:00 pm, Saturdays
Grant Davidson (425) 485-1042
PO Box 1927, Woodinville, WA 98072

Resources

Washington Farmers Market Association

State Farmers Market Representative, Zachary Lyons
P.O. Box 30727, Seattle, WA 98103, (206) 706-5198
Email: zach@wafarmersmarkets.com;
Web: <http://www.wafarmersmarkets.com>.

Washington State Department of Agriculture (WSDA)

Weights and Measure Inspection (360)902-1856
PO Box 42560, Olympia, WA 98504-2560
Email: jbuendel@agr.wa.gov.

City of Seattle Weights and Measures

805 S Dearborn St, Seattle, WA 98134, (206)386-1298

Directory of Direct Marketing Regulations. 1999.

WSU Cooperative Extension King County Fact Sheet #522. Call (206)296-3900 to order.

Written by [Sylvia Kantor](#), WSU Cooperative Extension King County, 1999.

Marketing Herbs

Agriculture and Natural Resources Fact Sheet #519

Consumer interest in herbs is on the rise. Opportunities for growers to find a niche in the fast growing herb industry exist in culinary, medicinal, landscaping, cosmetic, and decorative herb markets. In fact, medicinal herbs contribute to the strongest growth sectors in even mainstream American drug stores (Sturdivant and Blakely, 1999). Media coverage of herbs and herbal products is also increasing. According to Paula Oliver, editor of *The Business of Herbs*, "Just about any general-interest consumer magazine you can name has had a recent article on herb gardening, healthy cooking with herbs, herbal medicine, aromatherapy, natural fragrances, dried flowers...you name it (1994)." The United States Department of Agriculture even suggests "there is a strong need for the production of high-quality, reliably identified seed sources (1995)."

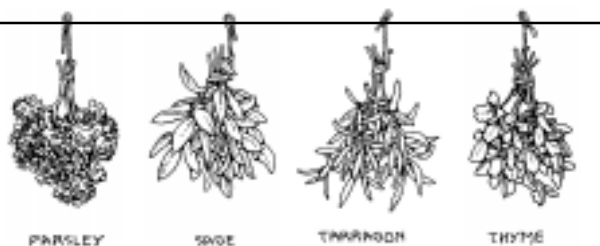
A decade ago information on the marketing and growing of herbs was hard to come by. Today many resources are available to help growers get on the right track in the herb business. If growing herbs for any sector of the industry interests you, here are a few ideas and resources to help you.

Make Plans, Do Research, and Stay Informed

Define your goals. Before you do any market research, figure out what you really want to do and at what scale. Inventory your strengths and weaknesses. Consider the physical location of your venture as well as the physical resources you might need. Plan for expansion and be flexible. Your objectives may change over time as you grow and learn.

As with any business venture, market research is essential. Market research can be as simple as observing what is in stores or what your local community needs are. Selling samples on a small scale can give you an idea of consumer interest in your product before you expand to larger scale operations. Surveys and demographic studies, though a bit more complex and costly, can provide invaluable information about your potential market. Talk to people! Other growers are increasingly willing to share information, and retailers and wholesalers can also provide insights about market trends and needs.

Keep in touch with customers and consumers. Are their needs changing? If your customers become more so-



phisticated and knowledgeable about your product than you are you can lose their confidence and their business. To stay informed read appropriate journals, newsletters, or other publications, attend workshops and conferences, and talk to other growers.

Many herbal ventures involve creating valued-added products. Don't overlook the importance of complying with health regulations. Not only will your operation be legal but your customers will have greater confidence in you and your products. Contact your local health department for information.

Be Realistic and Patient

After you have carefully considered various enterprise and marketing options and their associated costs, choose the scale of operation that fits your situation the best. Though opportunities for selling herbs are out there and may be increasing, it takes an initial investment and time before your efforts pay off.

A Few Herb Growing and Marketing Possibilities

- Chinese herbs
- Contract growing (for restaurants or herbalists)
- Culinary herbs (fresh & dried)
- Decorative herbs
- Dried herbs
- Herb education (give seminars, conduct herb walks, write herb newsletters)
- Herb farms
- Herbal products (soaps, cosmetics, oils, vinegars)
- Medicinal herbs
- Organic herbs
- Selling plants (for landscaping & gardening)
- Seeds
- Wildcrafting

Herb Resources

Marketing

- Reppert, Bertha. 1994. *Growing Your Herb Business*. Storey Books, PO Box 445, Pownal, VT 05261, (800) 441-5700; web: <http://www.storey.com>.
- Shores, Sandie. 1999. *Selling Fresh-Cut Herbs*. Available for \$27.95 from Storey Books, PO Box 445, Pownal, VT 05261, (800) 441-5700; web: <http://www.storey.com>.
- Sturdivant, Lee. 1994. *Herbs For Sale: Growing and Marketing Herbs, Herbal Products and Herbal Know-How*. Available from San Juan Naturals for \$16.50. (800)770-9070; email: naturals@bootstraps.com; web: <http://www.bootstraps.com>.

Pricing

Fresh Herbs

National Wholesale Herb Market News Report

Available from Fruit and Vegetable Market News, Attn: Jacquelline Davis, Market Reporter for Herbs, USDA-AMS, 230 South Dearborn St., Rm 512, Chicago IL 60804; (312) 353-0111; web: <http://www.ams.usda.gov/fv/mktnews.html>.

Processed Herbs

Chemical Marketing Reporter, Schnell Publishing Co., 100 Church St., New York, NY 10007.

Production

Journal of Herbs, Spices & Medicinal Plants, The Hawthorne Press, Inc. 10 Alice St., Binghamton, NY 13904-1580.

Proceedings of the National Herb Growing and Marketing Conferences, Extension Office, Center for New Crops, 1165 Horticulture Bldg., Purdue University, West Lafayette, IN 47907; web: <http://www.hort.purdue.edu/newcrop/>.

Trade Associations

- American Botanical Council, PO Box 201660, Austin, TX 78720; (512) 926-4900; web: <http://www.herbalgram.org>.
- American Herb Association PO Box 1673, Nevada City, CA 95959; (916) 265-9552.
- American Herbal Products Association. PO Box 2410 Austin, TX 78768 (512) 320-8555; web: <http://www.ahpa.org>.
- American Herbalists Guild P.O. Box 70, Roosevelt, UT 84066 Phone: (435) 722-8434; Fax: (435) 722-8452 email: ahgoffice@earthlink.net; web: <http://www.healthy.net/herbalists>.
- Association of Specialty Cut Flower Growers (includes herbs), MPO 268, Oberlin, OH 44074; (440) 774-2887; e-mail: judy@ascfg.org; web: <http://www.ascfg.org/>.

Great Northern Botanicals Association, PO Box 362, Helena, MT 59624.

The Herb Growing and Marketing Network. PO Box 245, Silver Spring, PA 17575 (717) 393-3295; web: <http://www.herbnet.com/>. Publishes *The Herbal Connection*, a bimonthly trade journal and *The Herbal Green Pages*, an annual resource guide.

The Herb Society of America 9019 Kirtland Chardon Rd, Kirtland, Ohio 44094; (440) 256-0514; web: <http://www.herbsociety.org/>.

The International Herb Association, 1202 Allanson Rd., Mundelein, IL, 60060 (708) 949-4372.

Other Sources

The Business of Herbs at GardenNet

<http://gardennet.com/BOH/>.

The Herb Farm 32804 Issaquah-Fall City Rd, Fall City, WA 98024, (SE 46th St turns into Issaquah-Fall City Rd); (425) 222-7103. Offers herb classes and sells plants.

Natural Land's Herbal News

<http://www.naturalland.comhrbv/hrbnews>.

University of California Small Farm Center. 1 Shields Ave, University of California, Davis, CA 95616-8699; (530) 752-8136; E-mail:

sfcenter@ucdavis.edu; web: <http://www.sfc.ucdavis.edu/pubs>.

UW Medicinal Herb Garden c/o Botany Department, University of Washington, Box 355325, Seattle, WA, 98195-5325; (206) 543-1126; web: <http://www.nnlm.nlm.nih.gov/pnr/uwmhbg/>.

Sources Cited

- Oliver, Paula C. 1994. *Herb Retailing in the 1990s*. The Business of Herbs. Northwind Farm Publications. Shelvin, MN.
- Sturdivant, Lee, and T. Blakely. 1999. *Medicinal Herbs in the Garden, Field, and Marketplace*. San Juan Naturals. Friday Harbor, WA.
- USDA. 1995. *Herbs: A Small-Scale Agriculture Alternative*. Cooperative State Research Service, Office for Small-Scale Agriculture. Washington, DC.

No endorsement is intended of any businesses listed in this fact sheet, nor is criticism of unnamed businesses implied.

Written by [Sylvia Kantor](#), WSU Cooperative Extension King County, 1999.

Marketing Livestock Products

Agriculture and Natural Resources Fact Sheet #521

Consumer trends indicate a growing interest in locally produced livestock products. Consumers are increasingly interested in knowing where their food comes from including how animals are raised and slaughtered. Some promising opportunities for livestock producers lie in niche marketing (targeting a specific gap in the market) and relationship marketing (building relationships with people by meeting their needs). Target a gap in the market, develop strong relationships with customers, and stick to your marketing program. If you deliver quality products on a consistent basis, word about your operation and products will spread in a favorable way.

The high perishability of some livestock products means marketing may require a little more research and preparation than other farm products. Be thorough in your market research and develop a good understanding of the regulations concerning the sale of meat and dairy products. Some ideas to help you research your market as well as brief descriptions of some regulations you will need to understand are presented here.

Market Options

Once you have decided what type of livestock operation you want to have and what your product is, you must decide on a market. Perhaps the first of your decisions should be whether to sell retail, wholesale, or some combination of both. *Retail* means selling directly to consumers, whereas *wholesale* means selling to others who then sell your product to consumers. Many options are available and a few are listed here. But don't be limited to this list. Be creative!

Retail markets

Selling livestock products directly to consumers involves word of mouth advertising, relationship marketing, and consumer education via direct interactions. Some opportunities include targeting ethnic or religious groups (e.g., Asians, Hmong, Muslims), establishing a mail order business, or selling through a CSA (Community Supported Agriculture) farm in which two or more farms pool their resources to supply customers. This setup allows the CSA farm to offer a wider variety of products including meat, eggs, and dairy. Although selling eggs at farmers markets may be a profitable venture, in King County it is currently not legal to sell fresh meat at these venues. However, if you sell other farm products at farmers markets, you may be able to do some relationship marketing by letting regular customers know about options to buy directly from your farm.

Wholesale markets

Although word of mouth and relationship marketing may still be a part of wholesale marketing of livestock products, wholesale marketing usually involves more formal

consumer education of buyers such as restaurants and grocery stores. Information you share about the way your animals are raised and the way products are processed must appeal to potential buyers and their clients. Many grocery stores are promoting locally grown products. Such stores may be just the place to market locally and/or organically grown meat. Restaurants that promote local produce may also show interest in serving locally and naturally grown meat or dairy products. Of course, selling to grocery stores and restaurants requires access to USDA approved slaughtering facilities and can mean undertaking extensive delivery schedules. The issue of dealing with unwanted cuts of meat may also be a concern in these markets. Another wholesale option that removes some of the risk and hassle is selling through cooperatives such as CROPP (Coulee Regional Organic Produce Pool). In this case, organic egg, milk, and beef producers sell directly to the cooperative, which then markets to consumers. Cooperative producers enjoy such benefits as steady prices as well as advice on herd health and nutrition.



Opportunities for Specific Products

Dairy

Demand for organic milk, cheese, and other dairy products is increasing. One way to market dairy products is to sell through a cooperative such as CROPP under the brand Organic Valley. Organic milk can bring a price of \$17-20/hundredweight. Consumer interest in specialty foods could mean opportunities in marketing specialty cheeses.

Eggs

Niche markets offer opportunities to sell specialty eggs such as free range, colored, or organically produced eggs to restaurants, grocery stores, or directly to consumers. (See Agriculture and Natural Resources Fact Sheet #511: *Farm Fresh Eggs—Marketing and Regulations*).

Meat & Poultry

Opportunities for marketing organic meat will likely increase because of the recent USDA decision to allow organic certification labeling of meat, and as consumer concern for environmentally sound farming practices grows. Until now, meat grown using organic practices could not be certified organic and was often sold with various descriptors such as “natural,” “pasture raised,” “hormone free,” “antibiotic free,” “humanely raised,” or “environmentally raised.” In fact, natural beef retail sales have increased about 20 percent annually over the last five years (*The Furrow*, Spring 1999). However, organic means more than natural, it means humane, environmentally sound, drug and chemical free. Organic production practices are not new—they are the same as those used before World War I. With the average price 20 percent higher than conventionally grown beef, many beef producers are pushing to get organic certification. For one lamb producer (Rockin’ C and L Ranch, Oregon), organic lamb that sells for \$60-70 on the hoof can command up to \$250 butchered, wrapped, and sold to restaurants.

Fiber and Other Products

Don’t overlook the many livestock products other than food that also can be marketed. Consider getting the most out of your livestock operation by marketing a variety of products including feathers, hides, wool, manure, fats and oils (e.g., lanolin), bones, horns, and hooves. Such by-products can be marketed for use in clothing, medicine, cosmetics, decoration, and more.

What You Can and Cannot Do (Legally)

One of the greatest challenges to marketing livestock products is understanding the regulations that affect different operations. The following is meant to provide a starting place for finding out about regulations. Keep in mind that laws and regulations can change, new ones may be added, and old ones dropped at any time. Contact agencies directly for the most accurate up-to-date information. Contact information for various regulatory agencies is provided in the *Resources* section at the end of this fact sheet.

On-Farm Sales (Direct/Retail)

Dairy: To sell milk and milk products *anywhere* requires a grade A dairy license (requiring mechanical bottling apparatus, among other things) and a Milk Vendor’s license from the Washington State Department of Agriculture.

Eggs: Eggs can be sold directly to consumers at the place of production without purchase of an Egg Dealer’s License from WSDA if you have 3,000

laying hens or less. (For details see Agriculture and Natural Resources Fact Sheet #511).

Fish: Fish farming of *salmon* requires an Aquaculture Farm Registration with the Washington State Department of Fisheries. Salmon aquaculture farms can only sell to licensed wholesale fish dealers unless they purchase a Wholesale Fish Dealer’s License.

Farming fish other than salmon (e.g., game fish including trout or bullfrogs) requires a Game Farmer’s Registration. This registration is both wholesale and retail and is free. Fish sold at the place of operation are subject to inspection under the regulations of the Food Inspection Program, WSDA.



Meat: Livestock producers may sell live animals by live weight directly to the consumer for household use by the purchaser. One or more persons may purchase an animal (cow, hog, sheep, goat). The animal may then be slaughtered through use of licensed custom slaughter operations. Custom slaughter operations must be licensed by WSDA. (For further information see Fact Sheet #523 *Direct Marketing Meat*).

Poultry: The custom slaughter exemption allows direct sales of live birds to be slaughtered for the household use of the purchaser. Producers can slaughter up to 250 turkeys, 1,000 chickens, or equivalent small birds during one calendar year if the producer is not engaged in the buying or selling of poultry products other than those of their own raising.

Off-Farm Sales (Wholesale)

Dairy: See On-Farm Sales.

Eggs: Anyone who sells eggs to retailers or dealers (e.g., grocery stores, restaurants, hotels, institutions) **or** with more than 3,000 laying hens must comply with the USDA Egg Products Inspection Act and the state’s Wholesome Egg and Egg Products Act (RCW 69.25). An egg handler’s license is required as well as the purchase of egg seals. (Contact WSDA Egg Inspection Program and see Agriculture and Natural Resources Fact Sheet #511 for details).

Fish: See On-Farm Sales.

Meat: Federal, State, and County laws apply. King County is one of the few counties with its own meat code. All slaughtered and processed meat sold in the state must be inspected by the USDA and slaughtered in USDA-inspected plants. Labels for beef, veal, lamb, calf, and mutton must

have meat grade identification of either the true USDA grade, the term “ungraded (product),” or the term “imported (country of origin) (product).” Contact USDA and King County Health Inspectors for details.

Poultry: All slaughtered and processed poultry sold in the state must be inspected by the USDA and slaughtered in USDA-inspected plants. Contact USDA and King County Health Inspectors for details.

Resources

Organizations/Associations

Appropriate Technology Transfer for Rural Areas (ATTRA).

Livestock Marketing Information Center
<http://lmic1.co.nrcs.usda.gov/>.

Livestock Marketing Association, 7509 Tiffany Springs Pkwy., Kansas City, MO 64153-2315; (800) 821-2048; <http://www.lmaweb.com>.

Organic Valley / CROPP Cooperative, 507 W. Main Street - PO Box 159 - La Farge, WI 54639, (608) 625-2602; email: organic@organicvalley.com; web: <http://www.organicvalley.com>.

Aquaculture

Washington Farmed Salmon Commission, PO Box 5305, Bellingham, WA 98227, (360) 671-1997.

Washington Fish Growers Association, 10420 173rd Ave SW, Rochester, WA 98579; (360) 273-5890.

Beef

Direct Cattle Marketing, Box 36, Connell, WA 99326 (509) 234-4361.

National Cattleman's Beef Association, 1301 Pennsylvania Ave. NW, Suite 300, Washington, D.C. 20004; (202) 347-0228; web: <http://www.beef.org/organzns/ncba.htm>.

Goats

American Dairy Goat Association, West Main Street, PO Box 865, Spindale, NC 28160, (828) 286-3801; email: info@adga.org; web: <http://www.adga.org/>.

Northwest Market Goat Co-op, PO Box 845, Rufus, OR 97050. Sonya Lindsey, President (509) 365-3490; Jo Van Hoy, Treasurer, (509) 773-5988; email: blackpackranch@hotmail.com. Bimonthly newsletter. Western Washington Representatives: Jim and Josey Baine (360) 832-4442; gvcashmere@worldnet.att.net.

Hogs

National Pork Producers Council, PO Box 10383, Des Moines, IA 50306; email: pork@nppc.org; web: <http://www.nppc.org/>.

Poultry

The National Turkey Federation, 1225 New York Avenue NW, Suite 400, Washington, D.C. 20005, (202) 898-0100; email: info@turkeyfed.org; web: <http://www.eatturkey.com>.

US Poultry and Egg Association, 1530 Cooledge Road, Tucker, Georgia 30084-7303; (770) 493-9401; email: webmaster@poultryegg.org; web: <http://www.poultryegg.org>.

Washington Emu Association, President, Fritz Gottfried, 25848 SE 192nd Street, Maple Valley, WA 98038; (425) 432-1303; web: <http://www.pier37.com/wsea/>.

Sheep

American Sheep Industry Association, 6911 S Yosemite St, Englewood, CO 80112-1414; (303) 771-3500; web: <http://www.sheepusa.org/>.

Puget Sound Purebred Sheep Breeders Association, 31006 68th Ave NW, Stanwood, WA 98292; (360) 629-2994.

Sheep and Goat Marketing Page
<http://www.intercom.net/user/sschoen/market.html>.

Washington Wool Growers Association, PO Box AD, Moses Lake, WA 98837.

Western Washington Sheep and Fleece Shows, Inc. 21420 204th Ave SE, Maple Valley, WA 98038; (425) 432-3455.

Publications

Capital Press Agriculture Weekly, 1400 Broadway NEW, Salem, OR 97303; (800) 882-6789.

The Cattleman 1301 W. 7th St., Fort Worth, TX 76102-2660, (817) 332-7155, fax -5446.

CreamLine: A Big Voice for Little Dairies. PO Box 186, Willis, VA 24380.

Dairy Goat Journal P.O. Box 10, Lake Mills, WI 53551

Dairy Goats for Pleasure and Profit by Harvey Considine

Livestock Weekly P.O. Box 3306; San Angelo, TX. 76902 (915) 949-4611; (800) 284-5268; email:

bfrank@livestockweekly.com; web: <http://www.livestockweekly.com/>.

Pastured Poultry Profits by Joel Salatin, Chelsea Green Publishing, 1996.

Poultry Press P.O. Box 542, Connersville, ID 47331, (317) 827-0932.

Raising Sheep the Modern Way by Paula Simmons, Garden Way Publishing.

Salad Bar Beef by Joel Salatin, Polyface Publishing, 1996.

The Sheep Producer Rt. 2, Box 131-A, Arlington, KY 42021, (502) 655-6871.

Small-Scale Poultry Keeping : A Guide to Free Range Poultry Production by Ray Feltwell, Faber and Faber.

Regulations

USDA Food Safety and Inspection Service (FSIS), Office of Policy, Program Development and Evaluation, Labeling and Additives Policy Division
(202) 205-0279; web: <http://www.fsis.usda.gov>.
Field Office
530 Center Street, NE, Room 405, Salem, OR 97301
Phone: (503) 399-583; fax: (503) 399-5636.

Washington State Department of Agriculture (WSDA),
PO Box 42560, Olympia, WA 98504-2560
Custom Meat Inspection (360) 902-2095
Dairy Inspection (360) 902-1875
Egg Inspection (360) 902-1830
Food Inspection (360) 902-1876
Organic Food Program (360) 902-1924.

Washington State Department of Fish and Wildlife, Hatcheries Division, Aquaculture Registration, 600 Capital Way North, Olympia, WA 98501-1091; (360)902-2661.

Seattle King County Department of Public Health
999 Third Ave, Suite 700, Seattle, WA 98104-4099
Marilyn Christensen, Public Health Veterinarian (206) 296-4880
Inspectors: Dennis Montoya (206)296-9842; Leonard Winchester (206)296-4632; Jim Thompson (206)205-1926.

USDA Inspected Slaughter Establishments

Kapowsin Meat, 29401 118th Ave E, Graham WA 98338; (253)847-1777.
Lampaert Meats, 17658 W Snoqualmie River Rd N, Duvall, WA 98019; (425) 788-1128.
Puget Packing, 24711 Florence Rd, Stanwood, WA 98292; (360) 629-2792.
Weber's Meat Packing, 5221 160th Ave E, Sumner, WA 98390-3134; (253) 863-6334. (Note: as of this printing, Weber's had just assumed new ownership. Call to verify that USDA status has been maintained).
Schenk Packing Co, 8204 288th St N, Stanwood, WA 98292; (360)629-3939.

WSDA Inspected Facilities

Custom Slaughter Establishments (*You bring the animal to them for slaughter.*)
Alm Ranch, 3724 324th Ave SE, Fall City, WA 98024; (425)222-5650.
Carl Heitstuman, 14202 16th St, Sumner, WA 98390; (253) 863-2433.
Danmar Farms, 30621 SE 31st St, Fall City, WA 98024; (425)222-3822
Misty Island Farms, 12011 SW 220th St, Vashon, WA 98070; (206)933-5233.
Pfeiffer Farm's, 31439 W Commercial, Carnation, WA 98014; (425) 333-4934.

Rocky Acers Farm, 2014 Kinsman Ct E, Roy, WA 98580; (360) 832-6394.

Custom Farm Slaughter (*They come to your farm for slaughter*) & Custom Meat Facilities (*They butcher meat for custom use and sell USDA inspected meat*).
Bart Marzolf's Locker Meats, 7415 79th Ave SE, Snohomish, WA 98290-5846; (360) 568-4748.
Bradley's Butcher Block, Inc. 20104 SE 436th, Enumclaw, WA 98022; (360)825-3340.
Denny's Farm Butchering, 2120 128th E, Tacoma, WA 98445-3620; (253) 537-9377.
Hobart Custom Meat & Slaughtering, Hobart, WA 98038-7825; (425) 432-0704.
Kelso Kustom Meats, 216 Maple Ave, Snohomish, WA 98290-2524; (360) 568-3065.
Lind's Mobile Farm Slaughtering & Custom Cutting, 23022 172nd SE, Kent, WA 98042-4713; (253) 631-3172.
The Meat Shop of Tacoma, 13419 Vickery Rd. E., Tacoma, WA 98446; (253)537-4490.

Washington State Public Livestock Auction Markets

Cattlemen's Livestock Exchange, (306) 458-3427, 17020 Hwy 507, Yelm, WA 98597.
Chehalis Livestock Market, (360) 748-3191, 328 Hamilton Rd N, Chehalis, WA 98532-8874.
Davenport Livestock Exchange, (360) 725-1101, PO Box 126, Davenport, WA 99122.
Ellensburg Livestock Exchange, (509) 925-3173, PO Box 531, Ellensburg, WA 98926
Enumclaw Sales Pavillion, Inc., (360)825-3135, 22712 436th St., Enumclaw, WA 98022.
Everson Sales Pavilion, (360) 986-3271, 7291 Everson-Goshen Rd, Everson, WA 98247.
Marysville Livestock Auction Inc, (360) 659-5063 or (360) 659-9916, Arlington, WA 98223.
Okanogan Livestock Market, Inc., (509) 422-3660, PO Box 527, Okanogan, WA 98840.
Stockton Livestock Exchange Inc, (509) 535-2444, TA Box 2765, Spokane, WA 99220.
Toppenish Livestock Commission, (509) 865-2820, 428 South G, Toppenish, WA 98948-1777.
Twin City Sale Inc, (360) 736-6304, 1305 S Gold St, Centralia, WA 98531-3717.
Walla Walla Livestock Auction, (509) 529-2943, Rt 2 Box 269A, Walla Walla, WA 99362.
Woody's Auction Market, (360) 225-7974, 40206 NW Cardia Hill Rd, Woodland, WA 98674-2914.

Sources

Fanatico, A. 1996. *Alternative Beef Marketing*. ATTRA. Fayetteville, AR.
Hall, B. 1997. *Marketing Organic Livestock Products*. ATTRA, Fayetteville, AR.

McClintic, C. 1999. "Natural Beef is Catching On". In: *The Furrow*. 104(4) 17-18.

Shotwell, R. 1999. "Organic Lamb Popular Fare with Ore. High Desert Chefs." In: *Capital Press*.

Slattery, P. 1999. "Making Natural Meat Pay." In: *Acres USA*. April 1999.

Slattery, P. 1999. "Creativity and Diversity Pay Off at Top of the Hill Farm." In: *Acres USA*. March 1999.

Washington State Department of Agriculture. 1989. *The Regulation Handbook for Direct Farm Marketers*.

Written by [Sylvia Kantor](#), WSU Cooperative Extension King County, 1999.

Special recognition to reviewers: Josey Baine, Northwest Market Goat Co-op; Marilyn Christensen, Seattle-King County Department of Public Health; Roy Vataja, WSDA.

Marketing Meat Directly

Agriculture and Natural Resources Fact Sheet #523



Whether it is chicken, beef, pork, or any other type of meat, opportunities for the small-acreage livestock farmer to sell meat lie in direct marketing. Increasingly, consumers are becoming interested in where their food supply comes from. In urban settings especially, people are finding they want a stronger connection to the land and people who produce the food they eat. Demand is also increasing for meat that is produced organically, humanely, and sustainably. This bulletin provides a few ideas for marketing meat directly to consumers.

Educate

Marketing meat directly to consumers involves educating the consumer. Direct marketing provides an opportunity to educate people about the value of small farms and methods of sustainable meat production. Consumers may be interested in the health benefits of meat. Perhaps you can clear up misconceptions about the nutrition of meat, or provide information about how your meat products are produced and processed. Customers will feel better knowing their meat is produced in a safe and humane manner. They may also appreciate knowing if your animals are raised in a way that protects the environment. Education along with high quality products are necessary to create a loyal customer base.

You may also need to explain that your meat products are available only on a seasonal basis. Because direct marketing requires customers to buy larger amounts of meat than they are perhaps accustomed, you may need to help your customers plan their year's needs. Encourage them to find friends or neighbors to share orders with. Offer tips on how to best store your products for extended periods.

Producers will also do well to pass on knowledge about cuts of meat and cooking methods. Customers may confuse improper cooking with a bad cut of meat. Offer recipes for handling different cuts of meat to help the customer enjoy their purchase.

Communicate

Letting customers know about your operation and keeping them informed are a crucial aspects of direct marketing. Perhaps the simplest method of communication is by newsletter. Newsletters let customers know who you are, what your farm is about, what you sell and how they can expect to order products from you. Newsletters are also a great vehicle for educating your customers about agriculture. Explain why your product is better than what is available conventionally. Let them know what is involved in the production of the chicken they eat or the beef just bought.

Since you are marketing on a small scale you can afford to let your customer base know about the farming

decisions you make and why you make them. Direct marketers of meat can emulate the Community Supported

Agriculture model of marketing (see Fact Sheet #517). In this system, consumers pay upfront for a season of produce that usually comes with a weekly newsletter informing them of developments on the farm.

You can include a blank order form with your newsletter and on it ask for

feedback from customers. They can offer insightful suggestions for improving your service and invaluable praise for the services you provide.

Once you have developed a mailing list of customers, be sure to keep it updated. This is a vital marketing tool that you can't afford to neglect. Joel Salatin suggests maintaining an active customer file by regularly eliminating customers from your mailing lists who do not buy every year. "This marketing technique gives us the luxury of growing for the market" (Salatin 1995).

Don't overlook the potential of internet marketing. A website or email list can be a wonderful way to attract customers and keep them informed.

Appreciate

Let your customers know their business is important to you. Provide incentives for customers who tell others about your product and bring you additional customers. Loyal customers will be happy to spread the word about your products. Such word of mouth advertising can produce surprising results for small-scale operations.

Pricing

Don't sacrifice profits for sales. Many businesses underprice their products because they want so badly to sell their products. The focus of marketing meat directly to consumers should be providing a quality product, not a cheap one. Stand firm with your prices. You know what your production costs are. A general rule is to sell at prices a little below retail for equivalent cuts. Learn how to compare retail cuts with side and quarter sales.

"...what we have now is an agriculturally illiterate consuming populace with no link-mentally, emotionally, or physically, to their food."

—Joel Salatin, *Salad Bar Beef*, 1995.

You may need to educate customers about the price advantages of volume purchasing. Contact WSDA for detailed information on estimating carcass meat yields.

Follow Regulations

- All slaughtered and processed meat must be inspected by USDA and slaughtered in USDA inspected plants. Restaurants cannot use anything but USDA inspected meat because they are selling it after slaughter.
- Custom slaughter operations cannot sell any meat after slaughter (or retail). Custom slaughter is intended to allow people to consume home-raised meat products or to buy locker beef which has been USDA inspected. Custom slaughter regulations require that animals be sold by the head or liveweight. A perfectly legal way around this is to sell animals for \$1 per head and then add on shipping and handling charges based on carcass weight.

For further information on regulations see Fact Sheet #521 *Marketing Livestock Products*.

It is important to work with a reputable slaughter facility. Look for integrity. Ask around and talk to other producers for slaughter facilities that are trustworthy. Salatin suggests trying several facilities before settling on one. You may also want to consider utilizing mobile processing units to increase direct sales of meat products.

Farmers Markets

Unfortunately, meat currently cannot be sold at any farmers markets in King County. However, orders can be taken and delivery arrangements can be made at these venues. Consider developing clientele for your meat products at local farmers markets where consumers are already in the market for locally produced food.

Resources

Internet



Ervin's Natural Beef <http://www.ervins.com>.

Laura's Lean Beef <http://www.laurasleanbeef.com>.

North Hollow Farms <http://www.naturalmeat.com/index.htm>.

Meat and Slaughter Facilities

USDA Inspected Slaughtering Establishments

Kapowsin Meat, 29401 118th Ave E, Graham WA 98338; (253)847-1777.

Lampaert Meats, 17658 W Snoqualmie River Rd N, Duvall, WA 98019; (425) 788-1128.

Puget Packing, 24711 Florence Rd, Stanwood, WA 98292; (360) 629-2792.

Weber's Meat Packing, 5221 160th Ave E, Sumner, WA 98390-3134; (253) 863-6334. (Note: as of this printing, Weber's had just assumed new ownership. Call to verify that USDA status has been maintained).

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Carl Heitstuman, 14202 16th St, Sumner, WA 98390; (253) 863-2433.

Danmar Farms, 30621 SE 31st St, Fall City, WA 98024; (425)222-3822

Misty Island Farms, 12011 SW 220th St, Vashon, WA 98070; (206)933-5233.

Pfeiffer Farm's, 31439 W Commercial, Carnation, WA 98014; (425) 333-4934.

Rocky Acers Farm, 2014 Kinsman Ct E, Roy, WA 98580; (360) 832-6394.

Custom Farm Slaughter (They come to your farm for slaughter) & Custom Meat Facilities (They butcher meat for custom use and sell USDA inspected meat).

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Bradley's Butcher Block, Inc. 20104 SE 436th, Enumclaw, WA 98022; (360)825-3340.

Denny's Farm Butchering, 2120 128th E, Tacoma, WA 98445-3620; (253) 537-9377.

Hobart Custom Meat & Slaughtering, Hobart, WA 98038-7825; (425) 432-0704.

Kelso Kustom Meats, 216 Maple Ave, Snohomish, WA 98290-2524; (360) 568-3065.

Lind's Mobile Farm Slaughtering & Custom Cutting, 23022 172d SE Kent WA 98042-4713; (253) 631-3172.

The Meat Shop of Tacoma, 13419 Vickery Rd. E., Tacoma, WA 98446; (253)537-4490.

Publications

Books

Grass Farmers by Allan Nation 1993 Green Park Press.

Pasture Profits with Stocker Cattle by Allan Nation 1998
Green Park Press.

Paddock Shift: Changing Views on Grassland Farming
by Allan Nation 1997 Green Park Press.

*Greener Pastures on Your Side of the Fence : Better Farm-
ing With Voisin Grazing Management* by Bill Murphy
1998 Arriba Pub.

Salad Bar Beef by Joel Salatin 1995 Polyface, Inc. Swoop,
VA.

Journals

Countryside and Small Stock Journal W11564
Hwy 64, Withee WI 54498; (800)551-5691;
<http://www.countrysidemag.com>.

Stockman Grass Farmer
PO Box 2300, Ridgeland, MS 39158,
(601) 853-1861.

Sources

Fanatico, Anne. 1996. *Alternative Beef Marketing.*
Appropriate Technology Transfer for Rural Areas
(ATTRA). Fayetteville, AR.

Salatin, Joel. 1995. *Salad Bar Beef*. Polyface, Inc.
Swoop, VA.



*No endorsement is intended of any businesses listed in
this fact sheet, nor is criticism of unnamed businesses
implied.*

Written by [Sylvia Kantor](#), WSU Cooperative Extension King
County, 1999.

Marketing Specialty Cut Flowers

Agriculture and Natural Resources Fact Sheet #520

Growing specialty cut flowers for market can be a challenging but rewarding experience. Though the floral marketplace is competitive (flowers are a multibillion dollar industry in the US), small-scale specialty growers can flourish by finding unique marketing opportunities. Such marketing possibilities include local cut flowers, edible flowers, potpourri mixes, and medicinals. Locally grown flowers offer uniqueness in a market that is often flooded with limited choices of imported or mass-produced flowers.

Getting Started

Before you get started, decide if you want to farm for a living or as a lifestyle. Do you want to break even or make a profit? How much of a profit do you want to make? Decide how much money you will make each year, but be realistic about your goals. Develop a well thought out business and marketing plan. A business plan provides you with a road map to get you where you want to go.

Elements of Marketing

Market research is key. Before you plant anything, do some research about potential markets so you will have a better idea of what to grow and where to sell. Look for trends, talk to other growers, visit farmers markets and florists to get an idea of what's available and what is not, what sells and what gets tossed. Some things to consider that can make selling flowers easier are product quality, customer service, pricing, and record keeping. Timing is also critical. The best time to find buyers for your product is not during the busiest part of the season (July-August) when you are harvesting. Consider gathering customers in May, June, and even September when you have time to do the job right. If you are harried, potential customers may think you are not organized or in control of your operation. Keep everything in perspective and above all, have fun. Customers will appreciate your relaxed yet energetic attitude.

Product Quality and Presentation

Harvest quality products and be sure to put your best foot forward when you present them to customers. Make sure everything you are selling is fresh and of high quality. First impressions are crucial. Whether at a flower stand, in the back of your truck/van, in a bucket, or on the farm your operation should look good. Keep your products and even your tools and equipment organized and clean.

Be aware that you may need to develop harvest standards (e.g., the number of stems per bunch, or the number of florets per stem, etc.) for you and your buyers because standards for most locally grown flowers may be lacking.



Customer Service

Be friendly and get to know your customers. Ask them questions that show you care about their needs. Gestures such as sending a personal card or note to your larger accounts can go a long way to keep your customers coming back. Of course, you must decide how much you will do for your customers. Are you willing to deliver? Do you want your farm to be open for visits by them? Decide what you are comfortable with and stick with it.

Consistency is a key component of good customer service. Be on time for appointments and deliveries. It is often a good idea to have regular days that you deliver or are available for your customers. Consistency is also important for pricing and bunches. Keep your prices more or less the same and make sure bunches are always the same size. If you decide to change prices or bunch sizes, be sure to alert your customers ahead of time. Your customers will appreciate being informed. Let them know what is going on at the farm, what is available when, and how to keep the products you sell them at their best. Mailing lists, newsletters, word of mouth, internet, and the phone are great ways to keep customers abreast of the latest news about your operation.

Pricing and Record Keeping

When setting prices be sure not to undersell yourself. According to Pamela and Frank Arnosky, authors of the monthly column "Specialty Cut Flowers" in *Growing for Market*, "...a lot of growers, especially new ones, chronically underprice their flowers." If your prices are too low, you won't recover your costs and fellow flower growers will also lose.

To set prices you will need to know your production costs and the profit margin you will need over that amount. Knowing your production costs will help prevent you from underselling yourself. You will also need to know established market prices. Although cost accounting may not be your favorite farming activity, without it you won't know where you stand financially.

It is a good idea to know how much your flowers are worth ahead of time. This way you will be prepared to sell products even if you had not anticipated a demand for them. Talk with other growers and look at auction prices for pricing information. The USDA Agricultural Marketing Service lists wholesale prices for cut flowers, produce, and herbs (see Resources section). Finally, successful marketing means keeping good records. Records provide a yardstick for measuring your success. They help you monitor your costs, track your tasks and time, and reach your goals. Records can also help you decide what to grow or not to grow. Keep records of planting, harvesting, and weed control efforts. Note which seed companies produce the best results so you will know which ones to use again. Of course, in addition to costs, you will also want to record the amount of money made for different types of flowers.

Deciding Where to Sell

To decide where to sell your flowers you need to consider such factors as the amount of experience you have, your level of comfort in dealing with the public, the amount of time you have for deliveries, the volume you plan to sell, and the amount of time you can devote to selling. Different selling venues offer various benefits and require different levels of effort. Consider them all and then choose the one or ones that are best suited to your needs. Some considerations for different selling venues are listed in Table 1, but don't be limited by this list. You may find other opportunities or constraints that are particular to your situation.

Ten Most Profitable Flowers

Zinnia 'Giant Dahlia BluePoint' or 'State Fair'
 Achillea millefolium and A. 'Coronation Gold'
 Scabiosa
 Larkspur 'Giant Imperial'
 Ageratum 'Blue Horizon'
 Veronica 'Sightseeing'
 Malva zebrina
 Salvia horminum
 Snapdragon 'Rocket' mix
 Verbena bonariensis

—from The Half Acre Flower Plan published by
 Growing for Market in 1995.



Attributes of various selling venues.

Brokers	Brokers sell your product for you, so you must be confident they have standards and know how to sell and ship product well. Communication is key. Ask for a list of the broker's growers and customers and interview them. Brokers often want a percentage of your yearly gross or a commission. Be sure you know what services you are getting and for what fees.
Chefs/Restaurants	Requires flexibility and high quality products. Time needed to make deliveries may be considerable.
Farmers markets	A good place to get started. Can be time consuming but offers a chance to learn from other growers.
Florists	Most know exactly what they want and require very high quality. Considerable time may be required for deliveries.
Grocery Stores	Can handle large volumes but can be difficult to establish accounts.
Mail order	Requires finding customers through some type of advertising so can be time consuming. Must create some form of catalog. Shipping out of area requires packaging, coolers, and often trips to the airport.
On-farm	Does not require deliveries but your farm becomes public. Options include u-pick flowers, roadside stands, custom cutting.
Other growers	Can find a niche selling to growers who do not have items you grow.
Subscriptions	Offers upfront payment for scheduled delivery of flowers. Most opportunities are subscriptions to those who work in offices.
Weddings/Events	Can be time consuming so be sure to account for and charge for your time.
Wholesalers	Can handle large volumes and variety. Can be hard to get them interested in your products. May want exclusives to a product but this usually means they will buy a larger quantity. If you sell to a wholesaler, you cannot also sell to their customers.

Resources

Becoming and staying informed is critical to any marketing program. Keep yourself abreast of trends, prices, and production methods by attending conferences, talking to other growers, and reading. Here are a few places you can go to find more information.

Associations

Association of Specialty Cut Flower Growers (ASCFG)
440-774-2887; email: judy@ascfg.org; web: <http://www.ascfg.org>. Distributes newsletter, *Gatherings-the Cut Flower Quarterly*.

California Cut Flower Commission, 73 Hangar Way,
Watsonville, CA 95076; 831-728-7333; email:
ccfc@ccfc.org; web: <http://www.ccfc.org>.

The Society of American Florists, 1601 Duke Street,
Alexandria, VA 22314; 800-336-4743; web: <http://www.safnow.org>.

Internet

FloraSource <http://www.flora-source.com> Floriculture and horticulture information exchange web site.

Marketing Resources

The Floral Marketing Association (FMA), 1500 Casho
Mill Road, P.O. Box 6036, Newark, DE 19714-
6036; 302-738-7100; web: <http://www.pma.com/fma/fma.htm>.

USDA, AMS, F&V Division, Market News Branch,
Room 2503, South Building, PO Box 96456,
Washington, DC 20090-6456; web: <http://www.ams.usda.gov/marketnews.htm>. Gives daily or weekly updates on wholesale produce/herb/cut flower prices.

USDA Farmer Direct Marketing, P.O. Box 96456
Room 2644 - S, 1400 Independence Ave., S.W.,
Washington, DC 20090-6456; 202-690-407; web:
<http://www.ams.usda.gov/directmarketing>.

Publications

The Furrow, Deere & Company, One John Deere
Place, Moline, Illinois 61265-8098; 309-765-8000.

Field Grown Cut Flowers: A Practical Guide and Sourcebook: Commercial Field Grown Fresh and Dried Cut Flower Production by Alan B. Stevens. Avatar's World. 1997.

The Flower Farmer: An Organic Grower's Guide to Raising and Selling Cut Flowers by Lynn Byczynski. Chelsea Green Publications. 1997.

Flowers for Sale: Growing and Marketing Cut Flowers: Backyard to Small Acreage (A Bootstrap Guide) by Lee Sturdivant. San Juan Naturals 1994.

Growing for Market: a journal of news and ideas for market gardeners. PO Box 3747, Lawrence, KS 66046; 785-748-0605; Includes monthly column "Specialty Cut Flowers."

Pricing Specialty Cuts, ASCFG Bulletin No. 2, Association of Specialty Cut Flower Growers (ASCFG). See contact information above.

Sources

Arnosky, Pamela and Frank. 1999. "Know Your Costs Before You Set Your Prices." *Growing for Market*. Vol. 8, No. 1. Fairplain Publications, Lawrence, KS.

Byczynski, Lynn. 1995. *The Half Acre Flower Plan*. Growing for Market, Lawrence, KS.

Foss, Janet. 1999. *Marketing Cut Flowers*. Workshop at the Pike Place Market Farmers' Market Conference, March 1-2, 1999, Seattle, WA.

Handwerker, T. 1990. *Specialty Flowers: A Small-Scale Agriculture Alternative*. USDA, Cooperative State Research Service, Office of Small-Scale Agriculture. Washington, DC.

Popular flowers to start with...

Achillea	Iceland Poppies	Spirea
Ageratum	Iris	Sunflower
Agrostemma	Larkspur	Statice
Alchemilla	Lavendar	Stock
Amaranthus	Liatris	Strawflower
Ammi Majus	Lilac	Sweet William
Aquilegia	Lupine	Tansy
Asclepias	Lysimachia	Trachelium
Aster	Nigella	Tuberose
Astilbe	Peppergrass	Veronica
Astrantia	Phlox	Viburnum
Calla	Platycodon	Waxflower
Campanula	Poppy Pods	Willow
Centaurea	Prunus	Zinnia
Coccosmia	Queen Anne's Lace	
Coreopsis	Rudbeckia	
Cosmos	Safflower	
Dahlia	Salvia	
Delphinium	Scabiosa	
Eryngium	Sedum	
Hops	Snap Dragon	
Hydrangea	Specialty Roses	

—From the [Specialty Cut Flower Growers Association](#) list of products sold by members.

No endorsement is intended of any businesses listed in this fact sheet, nor is criticism of unnamed businesses implied.

Written by [Sylvia Kantor](#), WSU Cooperative Extension King County, 1999.

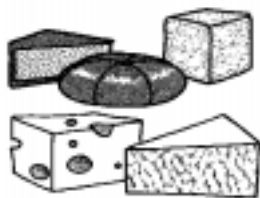
Value-Added Enterprises for Small-Scale Farmers

Agriculture and Natural Resources Fact Sheet #518

Small farmers are under tremendous pressure to develop innovative business strategies to stay afloat. Value-adding is one such strategy that is also a logical extension of many farm businesses. Farmers can work together with small-scale processing enterprises to create new markets for higher value farm products. Often, small-scale processors look to their community for local ingredients, staff, and markets. Value-adding can serve to showcase the uniqueness of communities.

What does value-added mean?

Typical value-adding steps include washing, cutting, packaging, smoking, drying, freezing, canning or baking. Steps taken to increase the value of a raw product occur anytime between harvesting and sales of the final product. Value-



added products offer a higher return, open new markets, create brand recognition and add variety to a farm operation. Adding value means consumers are willing to pay more than they would for a raw product.

Three keys to success

Quality product

- Do some test marketing at various venues like farmers markets, county fairs, and festivals.
- Get assistance with product development from local resources like chefs, classes, culinary colleges, freelance product developers, friends and relatives who offer feedback, independent food technology labs, and last but not least, WSU Cooperative Extension Pullman food science specialist, Richard Dougherty.
- Consider whether your product is unique enough to survive in the market.
- Be consistent with quality, supply, delivery, and

service and you will foster a loyal customer base.

Good marketing

- Do market research to see if there is a market for your product. Keep your market research simple and cost effective; make it objective (beyond friends and family); monitor repeat sales. An example is to put out samples or sell small quantities of a product for customers to try.
 - Look into possibilities for distributing your product in the market. Options include selling direct (on farm or off), selling wholesale, mail order, roadside stands, internet, upscale grocers.
- Consider working with brokers or distributors once your business has expanded beyond the territory it can service.
- Also consider wholesalers. A growing number of specialty food wholesalers deal with smaller quantities.
- Think about collaborating with other small-scale processors to help promote each other's products
- Packaging is critical! Label and packaging designs represent your business, so make sure they have appeal.
- Seek out advertising and promotion opportunities that will fit within your budget. Examples include sending out samples, offering tasting opportunities, handing out sales literature, or merchandising at point-of-sales purchase locations.

Sufficient capital

- Start small. Invest ingenuity first, labor second, and money third.
- Keep your day job. You will need an independent source of income to cover your costs for at least the first three to five years.
- Research regulations at the beginning because they may add costs.



Value-adding offers farmers the potential to recapture a larger share of the food dollar.

Caution: No Guarantees

Value-adding offers no guarantee to profitability. Though more money may be coming in, more time and resources are also going out. Careful planning and management are necessary to promote profitability.

- Reduce capital costs by borrowing equipment, buying used equipment, sharing resources with other small-scale enterprises, or using community food processing incubators.
- Save on labor costs in the beginning by seeking help from family and friends, but consider hiring outside labor later on.
- Develop a business plan, one that includes plans for financing future expansion of your business.

Other qualities of success for value-added enterprises as described by successful processors are:

- A unique product.
- An enthusiastic promoter of the product.
- The right kind of labeling and packaging.
- Aggressive marketing.
- A full-time presence on the farm.
- Strong agricultural or livestock knowledge.
- Ability to cater to customers.
- Assistance from agencies and universities.
- A strong relationship with the local community.
- Having vision, taking risk, believing in yourself.



Food safety and liability

Safe food handling is crucial to effectively marketing a product and maintaining a trustworthy reputation. Food safety regulations are in place not only to protect consumers' health but to prevent businesses from being destroyed by a consumer getting ill from their product. Regulations are complex and can frustrate processors. All small businesses must comply with federal, state, and local laws and regulations. As a general guideline to help you get started with regulation compliance, **wholesale** (selling products to retailers) enterprises are directed to WSDA and **retail** (selling products directly to consumers) operations in King County should contact Seattle-King County Department of health. See *Resource* section for contact information.

Hint: Contact WSU Extension food science specialist, Dick Dougherty (509-335-0972) for guidance on packaging, labeling, and other food safety concerns.

Product liability insurance is necessary because most value-added products are not covered under general farm policy programs. Be sure to have this protection from the beginning, even if you are just handing out samples. Contact an insurance agent for advice.

Food for thought

Coming up with ideas for valued added enterprises can be very rewarding. The idea is to mix and match underutilized physical, labor, and management resources with potential markets and potential uses for farm by-products.

- Talk with nonfarm friends, Cooperative Extension agents and specialists, lenders, coworkers, and people in both urban and rural areas for their input.
- Ask current buyers if they have any unfulfilled demands.
- Visit upscale grocery stores and gift shops.
- Look at mail order catalogs.
- Read agriculture magazines, food magazines, and trade journals.
- Read the food section of your daily newspaper.
- Talk to other farmers about what they have heard other farmers are doing.
- Keep your eyes, ears, and mind open to new ideas.

A few value-added ideas to help you grow your own...

braided garlic
cheese
chutneys
cut flowers
dried flowers
dried fruit
dried gourds
dried mushrooms
dried whole or processed herbs
dry mixes
free range eggs
herbal products (soaps, lotions, oils, etc.)
honey
meal or recipe "kits" (e.g., salsa or pesto)
mixed salad greens
organically grown products
pasteurized milk
pastured lamb, beef, pork
pastured poultry
pesto
pickles
pie filling
preserves
pre-washed lettuce, spinach, arugula etc.
salsa
sauces
vinegars
wreaths

Resources

DownHome Washington Marketing Association is a technical assistance, training, and marketing association for *home-based* businesses in the state of Washington. The program is designed to provide the home-based business person with expertise and support that leads to a successful enterprise, self sufficiency and growth. Contact information: 728 134th Street SW, Everett, Washington 98204; Phone: 425-743-9669 or 425-353-2025; e-mail: snopic@gte.net; web: <http://www.downhomewa.com/>.

Washington Manufacturing Services (WMS) is a not-for-profit organization created to deliver affordable engineering, operational, marketing, and human resource consulting services to Washington State manufacturers. WMS has a state-wide network of experienced Project Managers who work with firms to identify and complete projects that will improve quality, productivity, and profitability. Contact information: (800)637-4634; web: <http://www.tecnet.org/wms>

Wolf Pack Specialty foods processor (thermal processing). 14811 Moonlight Dr, Gold Bar, WA 98251-0264; (360) 793-2988.

Green Garden Food Products Incorporated processes dressings, sauces, mayonnaise, potato products, etc. for small and large enterprises. 5851 S 194th St, Kent, WA 98032-2198; (253) 395-4460.

Industrial Skills is a new (scheduled to open in 1999) commercial kitchen for packaging small batch value-added products. The facility is capable of vinegar, oil and low-acid processing and packaging, and, in the future, hot processing as well. Located in Enumclaw, the facility includes a 2000 sq. ft. cooler for storing product before or after processing. For more information call Pamela Aldrige, Executive Director and Project Manager (360) 825-7744 or (253) 852-3650; 911 Battersby, Enumclaw, WA 98022.

Seattle-King County Department of Public Health, Food Protection Program, 999 3rd Ave, Suite 700, Seattle, WA 98104-4099; (206) 296-4781.

Washington State Department of Agriculture (WSDA), Food Safety Program (360) 902-1876. A live person can answer questions about regulations for food processing and can send a licensing information packet.

WSU Cooperative Extension, Department of Food Science, PO Box 646376, Pullman, WA, 99164-6376. Food Science Specialist, Richard Dougherty, (509) 335-0972; email: dougherty@wsu.edu.

Farming Alternatives: A Guide to Evaluating the Feasibility of New Farm-Based Enterprises. NRAES. Cornell University. Ithaca, NY Available for \$8.00 plus \$3.50 shipping from:

NRAES, Cornell University, 152 Riley-Robb Hall, Ithaca, NY 14853; (607) 255-7654.

This guide is written for those interested in developing a new farm-based enterprise, especially those considering nontraditional enterprises.

Sources

This fact sheet is based largely on two publications:

Markley, K. and D. Hilchey. 1998. *Adding Value for Sustainability: A Guidebook for Cooperative Extension Agents and Other Agricultural Professionals*. Pennsylvania Association for Sustainable Agriculture (PASA). Milheim, PA.

Northeast Regional Agricultural Engineering Service (NRAES). 1991. *Farming Alternatives: A Guide to Evaluating the Feasibility of New Farm-Based Enterprises*. NRAES. Cornell University. Ithaca, NY.

Green light...

If you have identified some underutilized physical or by-product resources, untapped management and labor resources, promising market opportunities, and significant financial resources, you are in an excellent position to start a new enterprise.

—*Farming Alternatives: A Guide to Evaluating the Feasibility of New Farm-Based Enterprises*, NRAES

No endorsement is intended of any businesses listed in this fact sheet, nor is criticism of unnamed businesses implied.

Written by [Sylvia Kantor](#), WSU Cooperative Extension King County, 1999.

What is Community Supported Agriculture (CSA)?

Agriculture and Natural Resources Fact Sheet #517

Definition and Description

Community Supported Agriculture (CSA) is a direct marketing alternative for small-scale growers. This system is based on an arrangement between a farmer and a group of consumers. Each consumer (usually considered a member or subscriber) pays up front for a share of the farm's crop, while the grower agrees to provide a weekly bag or box of fresh, in-season produce for the entire growing season, usually 18 to 22 weeks.

CSAs vary greatly in size, share price, and products from farm to farm. According to ATTRA (Appropriate Technology Transfer For Rural Areas) most CSAs have 35 to 200 members and the average farm is 35 acres. However, many CSAs can operate successfully on 1 to 2 acres. Locally, shares might cost anywhere from \$300 to \$600, depending on the size of the share and what's included. A typical weekly basket intended to feed 2-4 people weighs up to 10 or 12 pounds, and may include vegetables, herbs, fruit, flowers, or eggs. Some growers even offer shares of pork, poultry or beef. According to one study, CSA subscribers can save an average of 37% off supermarket prices (Dyck, Bruno. 1992. Inside the food system: How do community supported farms work? Marketing Digest. August.).

Consumer Benefits

The benefits to both members and growers are substantial. Members receive a regular, weekly supply of fresh, local, often organic in-season produce and know they are directly supporting their local farmer. Often, CSA farms invite subscribers to visit the farm or participate by helping with some of the farm work, from weeding and hoeing to washing and bagging the produce. Many people, especially families who want their children to learn where their food comes from, value this opportunity to reconnect with the source of their food.

Farmer Benefits

CSA farmers tend to get better prices for their products because no middleman is involved. In addition, a pre-established customer base and payment up front allows the farmer to plan his or her season with a greater degree of certainty. CSA members recognize that farming is a risky business, and agree to bear some of the burden should a crop fail in any given season. On the other hand, if there is an abundance of a given crop, members also share in the bounty.

No One Formula

CSAs can be operated in a variety of formats. On the West Coast it is more likely that a farmer will decide to organize a CSA and solicit members. Whereas, on the East Coast it is often a community group such as a church, civic group, or school group that decides to form a CSA. They will then hire a farmer to grow their food for them.

Another type of CSA arrangement is a cooperative approach. An example of this is the Market Basket CSA initiated by the Pike Place Market. In 1998 Market Basket pooled crops from 13 different farmers for delivery to 136 subscribers in downtown Seattle office buildings. Market Basket's farmers are from all over the growing region, so the "baskets" are a nice mix of heat-loving vegetables and fruits from the east side of the Cascades as well as fresh produce and berries from farmers on the west side of the mountains.

CSAs have also been formed as a way to provide work opportunities for disadvantaged community members. The Cultivating Communities project in Seattle provides work for immigrants through their CSA project. Local churches support this CSA by encouraging their members to purchase shares. On the other side of the country in Clarksburg, Maryland, the Red Wiggler Foundation employs developmentally disabled adults as growers for their CSA.

The Future of CSA Farming

Across the country Community Supported Agriculture is growing steadily in popularity. Originating in Japan and Europe in the 1970s, the concept migrated to the East Coast of the United States in the mid 1980s. Today it is estimated that there are over 1000 CSA farms across the US serving 100,000 households (ATTRA). Over 30 CSA farms currently serve western Washington and the large population base of the Puget Sound region offers promise of supporting many more.

Some feel that the strong growth of this innovative concept is a reflection of a need to reconnect with the sources of our food. Many people realize that small local farms are struggling to stay in business, and welcome this opportunity to support them in a meaningful way. At the same time, CSA members and their families receive a valuable education about the challenges that farmers face every day.



A Few Tips for Farmers

Getting Started

- Do some market research first to decide if CSA is right for you. Other direct marketing options like selling to restaurants, specializing in herbs, or developing value-added enterprises may be more appropriate.
- Develop a business plan. Assess your resources, your earning potential, the number of hours required, and the cost.

Outreach

- Create a prospectus or brochure to attract potential members.
- Develop a newsletter. A newsletter is an essential element of any CSA. Newsletters inform members about what they are receiving in their shares each week and what is happening on the farm. They can also suggest recipes for items that may be unfamiliar to members.
- Consider using email or the internet to keep in touch with members. Some farms rely on the web to serve as their newsletter. Keep in mind, however, that some shareholders may not have access to a computer.
- Conduct surveys. Surveys are an important source of feed back for CSA farmers. Some CSAs survey their members as much as three times a year to assess likes and dislikes about the content and quantity of distributions.

Distribution methods

Determining the best distribution system for a CSA is a matter of trial and error.

- Decide if members will pick up their shares on the farm or at predetermined sites (e.g., home sites, office sites, etc.), or if delivery will be an option.
- Consider whether produce will be bagged (or boxed) on farm or if a "market style" system (where members choose from bins of different produce) will be used. Some CSAs even include an element of u-pick for members.

Land

Acquisition of land is essential to the success of CSA farming. Renting or leasing land on an yearly basis may hamper motivations for making long-term improvements and investments to the land. A long-term lease or permanent land trust can help insure a stronger commitment to the community and to the land.

- For more information on options for land acquisition, contact:

American Farmland Trust

1200 18th Street N.W., Suite 800, Washington, DC 20036 Phone: 202-331-7300, Fax: 202-659-8339

Email: info@farmland.org;

Web: <http://www.farmland.org>.

or

the King County Farmland Preservation Program

(206) 296-1470; Email: judy.herring@metrokc.gov.

Resources

Many resources are available for farmers or consumer groups interested in learning more about how to start a CSA. Here are just a few to start with.

ATTRA (Appropriate Technology Transfer for Rural Areas) P.O. Box 3657, Fayetteville, AR 72702; Phone: 800-346-9140; Web: <http://www.attra.org/>

Their publication on Community Supported Agriculture provides an excellent overview of the CSA system and includes an extensive list of resources.

CSA-L@prairienet.org is an email listserv for networking on Community Supported Agriculture. To subscribe, visit the web page for CSA-L at <http://www.prairienet.org/pcsa/CSA-L>, or send a message to "listproc@prairienet.org" with "subscribe CSA-L Firstname Lastname" in the message. Put your first and last names in place of Firstname and Lastname and omit the quotes. You may leave the subject line blank.

Books

Gregson, Bob and Bonnie. 1996. *Rebirth of the Small Family Farm*. IMF Assoc., Vashon Island, WA. Available for \$9.95; make checks payable to IMF Associates, PO Box 2542, Vashon Island, WA 98070.

Groh, Trauger and Steven McFadden. 1997. *Farms of Tomorrow Revisited: Community Supported Farms—Farm Supported Communities*. Farming and Gardening Association. Kimberton, PA.

Includes an appendix with suggestions for getting started.

University of California Cooperative Extension, Placer County and UC Small Farm Center. 1995. *Community Supported Agriculture...Making the Connection*. 198 pages, binder format.

According to ATTRA this is "The best single manual you can buy." Available for \$25 plus \$5 shipping/handling from: UCCE, 11477 E Ave., Auburn, CA 95603; Phone: 916-889-7385. Make checks payable to UC Regents.

Want to join a CSA?

If you are interested in finding a CSA near you, call [Seattle Tilth](tel:206-633-0451) at 206-633-0451 to request their Community Supported Agriculture Farm Directory, ask at your local [Farmers Market](#), or visit the [King County Farms](http://www.metrokc.gov/farms) web site at www.metrokc.gov/farms.

Written by Mara Dyczewski and [Sylvia Kantor](#), WSU Cooperative Extension King County, 1999.

Appendix B:

Buyers Who Do Not Wish to Be Contacted

Several buyers we surveyed indicated they did not want to be contacted by growers. They are listed here. If you are considering contacting buyers that are not included in *Part II: Directory of Buyers*, you can save yourself time by checking here first.

<i>Buyer</i>	<i>City</i>	<i>Comments</i>
Clubs		
Inglewood Golf Club	Kenmore	
Washington Athletic Club	Seattle	
Caterers		
Tacoma Landmark Convention Center	Tacoma	
Schools		
Edmonds Community College Culinary Arts Program	Seattle	Don't have regular use of produce due to our educational setting, but we do have a wide variety of usage to expose students to them. Promote organic only to students.
Floral Buyers		
Blooms on Vashon	Vashon	
City Floral	Everett	
Comin' Up Roses Florist	Bothell	
Irene's Bouquet Inc.	Tacoma	
Morningside Flowers	Seattle	
Rambling Rose Florist	Seattle	
Gibson's Wholesale Florist, Inc.	Tacoma	
Mollgaard Floral	Snohomish	
Hotels		
Mayflower Park Hotel	Seattle	
Meany Tower Hotel	Seattle	Does not buy direct because they are a major corporation.
Westin Hotels & Resorts	Seattle	We get all our produce through Charlie's.
Nurseries		
Bamboo Gardens of Washington	Redmond	
Fall City Trees	Fall City	
Star Nursery & Landscaping, L.L.C.	Seattle	
Restaurants		
14 Carrot Café	Seattle	
ABC Services Inc	Bellevue	
Al Bocalino Ristorante	Seattle	
Bandoleone	Seattle	
BBQ Pete's Fairs, Ltd.	Federal Way	
Columbia Winery/Associated Vintners	Woodinville	
Country Vittles Restaurant	Tukwila	
Cuisine Unlimited (Executive Mansion)	Shelton	

Buyer	City	Comments
Dahlia Lounge	Seattle	Contact Palace Kitchen.
Daniel's Broiler	Bellevue	
Etta's Seafood	Seattle	Contact Palace Kitchen.
Floyd's Place	Seattle	
Gast House Bakery	Sumner	
Good Samaritan Hospital	Puyallup	Currently, we are part of the Premier Alliance. (Buying Group). Contract is very specific as to what companies we can buy from.
Green Mountain Ice Cream, L.L.C., dba Ben & Jerry's Ice Cream	Seattle	
Harbor Inn Restaurant	Gig Harbor	Have a co-op label and standards that work like a purveyor. Hey, marketing what you grow takes a ton of work!
Harbor Lights	Tacoma	
Inter Pacific Management Inc.	Bothell	"Some of the above "local food products" may be from local sources(produce), but I doubt it.
Jade Greens Golf Course	Auburn	
Kricketts West Restaurant	Fircrest	We purchase most of our produce from Evergreen Produce in Tacoma. I don't know how much of it is farmer direct.
Lowell's	Seattle	
Mitchelli Family Restaurants	Seattle	
Red Door Alehouse	Seattle	
Retirement Management Corp.	Puyallup	
Silence-Heart-Nest	Seattle	"It's too inconvenient to order through several people."
Sorry Charlie	Seattle	
Still Life Café	Seattle	
Thai Ginger	Redmond	
The New Jake O'Shaughnessey's	Bellevue	
The Wedge	Seattle	
Tillicum Village & Tours, Inc	Seattle	

Wholesalers

Ianniciello Tony Produce Wholesale Co	Kent
Northbest Natural Products	Vashon
Pacific Prepak, Inc	Marysville

Appendix C:

Products That Interest Buyers

Following is a list of items reported by buyers as products they would like access to or find difficult to obtain.

Products That Interest Buyers

Organically Grown

apples
bananas
beans
beets
berries
broccoli
carrots
certified organic products
cherry tomatoes
chicken
citrus
corn
cucumbers
flour
fruit
garlic
grains
greens
herbs
lamb
leaf lettuce
leeks
lettuce
mushrooms
nectarines
potatoes
peaches
pears
peppers
seasonal items
spinach
sprouts
squash
squash blossoms
teas
tomatoes
various other produce
vegetables

Value Added

braising mix
broccoli floweretts
broccoli, cut
carrot sticks
carrots
carrots, baby
carrots, diced
carrots, peeled
cauliflower, cut
celery, chopped
celery, sticks
eggs, pasteurized
fruit cups
fruit platters
fruits, prepared
garlic, peeled
ginger
greens
greens, mixed
greens, wild
lettuce, chopped
lettuce, cored romaine
lettuce, hearts of romaine
lettuce, romaine
lettuce, shredded
lettuce, trimmed iceberg
onions, diced
onions, peeled
pickles, sliced
potatoes, cut
potatoes, hashbrowns
potatoes, pre-cooked and diced
salad mix
salad mix, mesclun
salad mix, prewashed
salad mix, washed w/color
shallots, peeled
soil products, bagged
spinach, pre-washed for salads
spinach, washed
stir fry mix
topiaries
vegetable platters
vegetables, peeled
wreaths

Scarce (Products Buyers Are Currently Unable to Get)

asparagus, organic Washington grown
beans in the fall
beans, fava
beans, fresh shell (cranberry scarlet runner etc.)
beets, golden
berries
berries, fresh
butter
cheese, local
cream
cut flowers
dairy
edible flowers
epazote
fruit, high quality, sweet, flavorful, ripe
haricots verte
herbs, special
lettuce, high quality
lily of the valley
meat, other than through large wholesale outfits
mushrooms
nursery stock, local
organic organ meats
organic, in winter
potatoes, fingerling
poultry, other than through large wholesale outfits
pumpkins
spinach, baby
spinach, good quality throughout the year
sweet potatoes
tomatoes
tomatoes, farm direct
tomatoes, good
tomatoes, heirloom
tomatoes, seasonal, quality
vegetables, baby
vegetables, exotic
violets

Appendix D:

Survey Questionnaire

The Directory of Buyers is based on responses to the following questionnaire which was sent to over 1000 King County commercial buyers of farm products.



1999 *Market Opportunities Guide Survey*

A survey to help meet the needs of farmers and commercial buyers of farm products in King and neighboring counties.

This survey will result in an updated *Market Opportunities Guide*, a publication designed to connect local farmers with local restaurants, wholesalers, caterers, grocery stores, nurseries, and other commercial buyers of farm products.

Please take a few moments to complete and return this questionnaire in the enclosed envelope. We appreciate your time and effort!

COOPERATIVE EXTENSION



Washington State University

KING COUNTY

Thank you for your participation!

Please return your completed questionnaire in the enclosed envelope no later than _____ to:

Company Name

First Name

Last Name

Title

Address

City

State

Zip Code

Phone ()

Fax ()

Email

Website

Business Description

1. Please describe your business or service (size and type of business, type of customers/clients, price range, no. of seats, services, etc.). Enclose promotional literature if desired or use back page for further details.

Local farm products

2. What percentage of the produce/farm products you buy is **local (King and neighboring counties)**?

None

less than 25%

26-50%

51-75%

more than 75%

3. Do you promote the fact that produce is local? yes no

4. Are you willing to display merchandising information from farmers? yes no

5. Please list your sources (e.g. wholesalers, brokers, specific farms, etc.) of produce or farm products?

6. Please check the type(s) and give quantities of the **local** farm products you buy. (If possible, enclose copies of order lists.)

Local Food Products	✓	Quantity/Time Period
Cabbage Family (broccoli, bok choy, Brussels sprouts, etc.)		
Dairy		
Eggs		
Flowers		
Fruits,Nuts, Berries		
Grains		
Greens (spinach, lettuce, arugula, etc.)		
Herbs		
Honey		
Legumes (beans, peas)		
Meat (beef, emu, lamb, pork)		
Mushrooms		
Nightshade Family (eggplant, peppers, tomatoes, tomatillos)		
Onion Family (garlic, leeks, onions, shallots)		
Poultry		
Root Vegetables (beets, carrots, potatoes, radishes, turnips, etc.)		
Seafood (clams, mussels, oysters, etc.)		
Squash Family (cucumber, pumpkin, winter squash, zucchini, etc.)		
Local Non-food Products		
Compost		
Fiber		
Flowers		
Gourds		
Medicinal Plants		
Plant starts		
Worms		
Xmas trees		
Other		

Buying Direct from Farmers

7. What percentage of the items you buy are purchased **directly from farmers**?

None less than 25% 26-50% 51-75% more than 75%

8. Under what conditions would you buy directly from farmers more frequently?

Organic Farm Products

9. What percentage of the produce or farm products you buy is **organic**?

None less than 25% 26-50% 51-75% more than 75%

10. What organically grown items do you buy? (Please list).

11. Do you promote the fact that produce is organic? yes no

Other questions

12. What **value-added** items do you buy (for example, salad mix, peeled vegetables)?

13. Are there any farm products you are unable to get or that seem to be in short supply? (please list)

14. Are you interested in having farmers contact you? yes no

15. If yes, how should farmers make initial contact with you?(Check all that apply.)

Visit in person Telephone Email Send letter Other _____

16. What hours are you available for contact by farmers?

17. How often do you order items?

daily weekly monthly other _____

18. What's your preferred method and timing of payment to farmers?

19. What is your preferred method and timing for deliveries?

20. Do you have specific packaging and grading requirements? (Enclose specifications if applicable).

21. We need to hear from you! Please include additional comments on a separate sheet.

